

GAME-X ACADEMY

Creating Adrenaline and Delivering Dopamine!

About the Course

Understanding the motivation of the clients about why they are visiting a gaming venue and why they are wagering their money is essential in the process of managing a gaming product. Without knowing our clients, their motivation a gaming product can never be effective and can never be in control of its own income. Most of the operations face a similar problem; they know how to build a physical environment, but they struggle when trying to attract, retain and connect with clients in a meaningful way.

Who is this course for? Land based Operators,

Role function ideas: Marketing managers, Slot managers, Gaming managers, General managers, Guest relation managers and officers, customer experience managers, Slot attendants, COO, CMO,

Price: € 399.00 EUR + VAT

Duration: 10 hours

Place: Online / digital study room

There are so many talks about what is the most important in the gaming industry? Is the physical environment, is the games, the limits, the benefits, and incentives, the various product contents, or is it the customer service?



Well, we believe it is all and none of them!

Obviously, finding a good location, creating a culturally and market suitable physical environment, offering the right game contents and maximums are all vital, however, we at GAME-X are convinced that it is all about delivering DOPAMINE! Nevertheless, there is no dopamine without ADRENALINE.

Adrenaline is released mainly through the activation of nerves connected to the adrenal glands, which trigger the secretion of adrenaline and thus increase the levels of adrenaline in the blood. This process happens relatively quickly, within 2 to 3 minutes of the stressful event being encountered.

Therefore, we truly believe that our industry is all about the process of creating ADRENALINE and delivering DOPAMINE!

It doesn't happen because of a nice interior design, or because of a high stake, these are all very important and those actually create adrenaline, but only for the first 3 occasions. After what remains....? The habit!

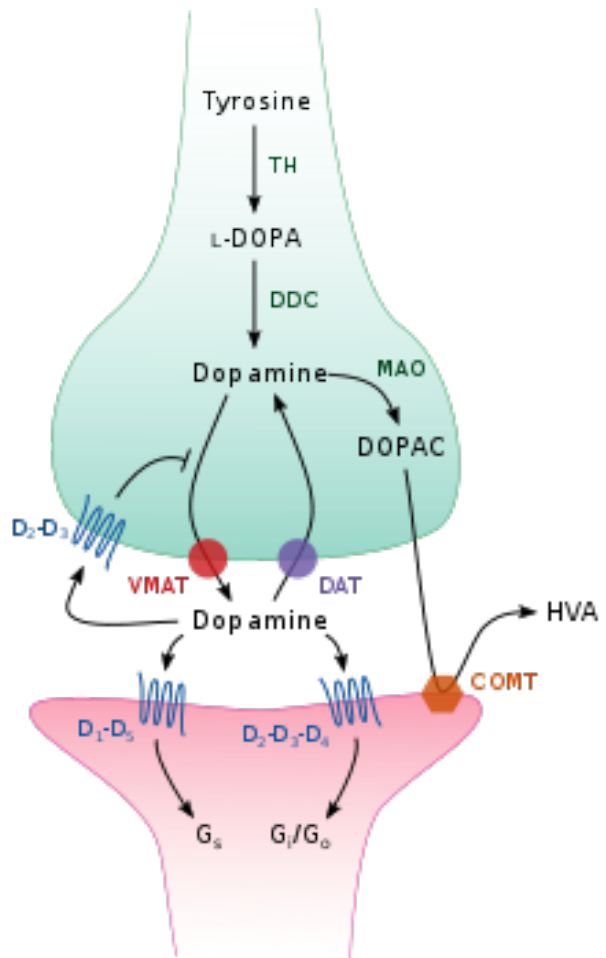
Whereby, the higher number of visits, longer gaming sessions are key elements of a financially successful operation.

Clients will most likely spend more time and visit more frequently if they experience the adrenaline and earn dopamine. The bigger the rush is, the bigger the happiness is!

More the client experiences this combo, with higher loyalty they will award the product owner.

GAME-X will walk you through the process of creating ADRENALINE and delivering DOPAMINE from the moment a client connects with your product.

The training course is tailored to your mission and vision statement and product's contents. Therefore, you will be getting customized and effective results which will significantly grow your GGR!



Dopamine is associated with pleasurable sensations, along with learning, memory, motor system function, and more. Serotonin. This hormone (and neurotransmitter) helps regulate your mood as well as your sleep, appetite, digestion, learning ability, and memory.

“The more that you read, the more things you will know. The more that you learn, the more places you’ll go.”

-DR SEUSS