A.I. Within Tribal Gaming Enterprises Conference

May 18-19, 2026

Planet Hollywood Resort & Casino

Las Vegas, NV

Monday, May 18

8:00 - 9:00 AM

Registration and Networking Breakfast

9:00 - 9:15 AM

Welcoming Remarks

Dan O'Connor
Director of Sales
Native Nation Events

Kendall Larson
Senior Account Executive
Relay

9:15 - 10:30 AM

Combined General Session

State of the Union: AI in the Casino Industry

Explore how AI is reshaping tribal casino operations—from smarter segmentation and reinvestment to enhanced player engagement. The panel will also address cybersecurity, including AI-driven threat detection and data protection. Hear from executive leaders on real-world adoption strategies, integration challenges, and measurable ROI.

MODERATOR:

Mridula Rahmsdorf
Chief Revenue Officer
IKASI

SPEAKERS:

Michael Johnson
Director of Surveillance
Palms Casino Resort

Jeff Worthington
Executive Strategist
CrowdStrike

Brooke Fiumara
Co-Chief Executive Officer
OPTX

Jarvis Pelletier
Vice President IT & Gaming
Saskatchewan Indian Gaming Authority

10:30 - 11:00 AM

Morning Networking Break

Monday, May 18

Combined General Session

11:00 AM – 12:00 PM

How Generational AI Will Shape the Future of Tribal Casinos

As artificial intelligence evolves into its next generation, Tribal casinos are poised to harness even greater capabilities in personalization, operations, and security. This session explores how generative and predictive AI will drive marketing innovation, automate guest engagement, and optimize gaming and hospitality experiences in real time. Panelists will discuss how future AI systems—powered by adaptive learning and multimodal data—will transform decision-making, strengthen sovereignty through self-sustaining innovation, and redefine the competitive edge for Tribal enterprises.

MODERATOR:

Tino Magnatta
Host
Casino Update

SPEAKERS:

Joey Perez
Director of Marketing
Eagle Mountain Casino

David Reese
Product Manager
Relay

Clint Johnson
Director of Public Safety
Chumash Enterprises

12:00 – 1:00 PM

Networking Lunch

Conferences split in to separate session locations after lunch

Monday, May 18

AI Within Tribal Gaming Enterprises Conference

1:00 - 2:00 PM

Artificial Intelligence: Continuing to Transform Casino Operations & Marketing

AI is everywhere — but how can gaming organizations use it to drive real results? With acquisition costs up 35% and lifetime value at just 4.5%, smarter media spend and scalable content are critical. This session explores how AI can close loyalty gaps, improve performance, and help teams make more predictive, data driven marketing and operation decisions

MODERATOR:

Nick Dan-Bergman
Chief Marketing Officer
LT.agency

SPEAKERS:

Bob Dimmick
Chief Executive Officer
Kiowa Casinos

Scott Sirois
General Manager
Meskwaki Bingo Casino Hotel

Michael Minniear
Casino Data Science Expert & Revenue Optimization Strategist
Power

Monday, May 18

2:00 - 3:00 PM

Leveraging AI to Enhance Player Acquisition and Retention

In today's day and age, it takes more than traditional marketing to attract and keep players under your roof. Discover how predictive analytics, personalization engines, and real-time engagement tools to identify high-value players, optimize offers can help deliver beyond the scope experiences, you will not have to worry about retention.

MODERATOR:

Jess Martinelli
Director of Sales
ACS Gaming

SPEAKERS:

Michael Michaud
Chief Marketing Officer
Navajo Nation Gaming Enterprise

Ryan Frohberg
Vice President of Product and Strategy
ACS Gaming

3:00 - 3:30 PM

Networking Break

Monday, May 18

3:30 - 4:30 PM

Combined Roundtable

Protecting, Personalizing, and Powering the Modern Casino

This roundtable brings together Tribal gaming leaders and casino security executives to explore how technology is transforming both protection and personalization across gaming enterprises. Panelists will discuss how AI enhances surveillance, fraud detection, and risk management while also driving smarter marketing, predictive analytics, and guest engagement. The discussion will examine governance, staff training, and how operators can balance automation with human expertise to create secure, efficient, and highly personalized casino experiences.

MODERATOR:

Kendall Larson
Senior Account Executive
Relay

SPEAKERS:

Richard Rader
Chief Technology Officer
Umpqua Indian Development Corporation

Steven Gomez
Chief Physical Security Officer
Yuhaaviatam of San Manuel Nation

Dave Vialpando
Executive Director
Pala Gaming Commission

Greg Goll
Vice President of Safety & Security
Palms Resort Casino

Yvette Matt
Marketing Director
Coeur D'Alene Casino Resort Hotel

4:30 PM

Day 1 Concludes

Tuesday, May 19

8:00 - 9:00 AM

Registration and Networking Breakfast

General Session

9:00 - 10:15 AM

AI and its Impact on Player Engagement and Incremental Revenue Generation

This panel explores how artificial intelligence is transforming the casino industry. Learn how AI enhances player engagement through personalization, real-time data, smarter gifting, and improved inventory management while driving incremental revenue. Industry experts will share real-world case studies on predictive analytics and virtual assistants that boost player retention, trips, and operational efficiency across casino and hotel environments. Discover how AI is shaping a more immersive, profitable future for gaming.

MODERATOR:

Scott Nicholson
Senior Vice President of Strategic Partnerships
Imagine This

SPEAKERS:

Brian Decorah
Senior Vice President & General Manager
Gun Lake Casino

Cara Cohan
Director of Marketing
Soboba Casino Resort

Christian Marcello
President
FirstPoint Connect

Tuesday, May 19

10:15 - 11:00 AM

The AI Roadmap for Tribal Gaming: A Framework for Turning Hospitality Data into Competitive Advantage

Tribal gaming enterprises sit on one of the richest and most underutilized assets in the hospitality industry: a vertically integrated guest journey that spans gaming, lodging, dining, spa, golf, and entertainment — all under one sovereign roof. Yet most AI conversations in gaming remain narrow, focused on slot analytics or marketing automation in isolation. The real opportunity is far larger. This session presents a practical, roadmap for applying AI across the full tribal gaming enterprise

SPEAKER:

Rohith Kori
Senior Vice President, Product Strategy
Agilysys

11:00 - 11:30 AM

Networking Break

Tuesday, May 19

11:30 AM - 12:15 PM

Smarter Ad Spending and Targeted Advertising

In today's digital landscape, casinos face rising ad costs, fragmented audiences, and pressure to prove ROI. Traditional targeting is no longer enough. This session will examine how leading casinos use AI to elevate their advertising strategies. Panelists will share practical tactics for personalizing creative, dynamically reallocating budgets, and automating bid strategies across digital channels. By adopting AI-driven advertising, operators are boosting conversions, cutting wasted spend, and increasing player engagement. Attendees will gain clear, actionable insights to sharpen their digital campaigns and drive revenue through smarter, data-driven decisions.

MODERATOR:

Justin Woodard
Senior Vice President - Business Development
ACS Gaming

SPEAKERS:

Courtney Butler
Advertising Manager
Pala Casino Spa and Resort

Scott Stokes
Chief Executive Officer
ACS Gaming

12:15 - 1:15 PM

Networking Lunch

Tuesday, May 19

1:15 - 2:15 PM

Elevate and Empower Teams with AI to Drive Exceptional Guest Experiences

Empower your marketing teams with AI and automation that enhance creativity, personalization, and efficiency to deliver unforgettable guest experiences. Explore how generative AI and agentic technology are reshaping customer engagement through intelligent agents, real-time insights, and unified 360-degree guest profiles. Experience the future of marketing innovation and learn how to create personalized, high-impact experiences at scale.

MODERATOR:

Jeremy Jakubowicz
President - ReQuant
Executive Leader
Power

SPEAKER:

Brian Uran
Vice President of Product Success
OPTX

Charles Daniel
Vice Presidnet of Information Technology
Jamul Casino Resort

Tuesday, May 19

2:15 - 3:15 PM

Smarter Operations: How AI Can Help Streamline Your Casino

AI is transforming casino operations by automating routine tasks, improving decision-making, and enhancing efficiency across departments. This session explores how intelligent systems can optimize staffing, maintenance, guest services, and marketing workflows to save time and reduce costs. Panelists will share practical examples of how data-driven automation leads to smoother operations, better resource allocation, and a more seamless player experience.

MODERATOR:

Tino Magnatta
Host
Casino Update

SPEAKERS:

Gary Murrey
Chief Operations Officer
Laguna Development Corporation

Tom Rafferty
Co-Chief Executive Officer
OPTX

Tuesday, May 19

3:15 - 3:30PM

EXHIBIT RAFFLE DRAWING

- **Winners Must Be Present To Win**

3:30 PM

Conference Concludes