



RESPONSIBLE GAMING

Proven Expertise For Your Responsible
Gaming Initiatives





Upholding the Highest Standards in Gaming

Responsible Gaming (RG) is paramount to regulators in every jurisdiction and in every form of gaming. Securing proper responsible gaming initiatives are essential to maintaining public trust and are the cornerstone to the continued success of the gaming industry. To help ensure land-based, lottery and online operations are equipped to implement best practices, Gaming Laboratories International (GLI®) offers **Responsible Gaming Program Audits (RGPA)** that are customized to meet your specific needs.

Beginning the Process for Gaming Improvement

GLI begins each **Responsible Gaming Program Audit (RGPA)** with a review of existing programs, personnel, resources and performance metrics (if any) to assess how they align with the legal, cultural and socio-economic conditions in the jurisdiction.

Based on the analysis, GLI will make customized recommendations for internationally accepted evaluation criteria which can include all or portions of standards from the *National Council on Problem Gambling (NCPG)*, *World Lottery Association (WLA)*, *Responsible Gaming Council (RGC)*, *European Lottery (EL)*, *Responsible Gaming Framework Standards* or other recognized standards.

In addition, GLI will work with you to tailor criteria that specifically address local requirements and to develop the right program to fit your needs.



Inventory of Internal and External Policies and Programs

This important first step is needed to evaluate whether the responsible gaming programs in the jurisdiction are properly aligned. Sometimes, there are programs or activities that occur outside the control of the regulatory agency. It is important to include all RG activities in the analysis to determine if a new stakeholder organization needs to be formed or if changes are needed to an existing stakeholder organization.

Ensuring Evidence-Based Policy

An examination of relevant research of programs and activity offerings in the jurisdiction is critical to creating an evidence-based policy. GLI's team of experts will use their close associations with leading research centers to ensure we equip your agency with summaries of the most widely accepted studies on RG programs and factors that impact those suffering from gambling problems.

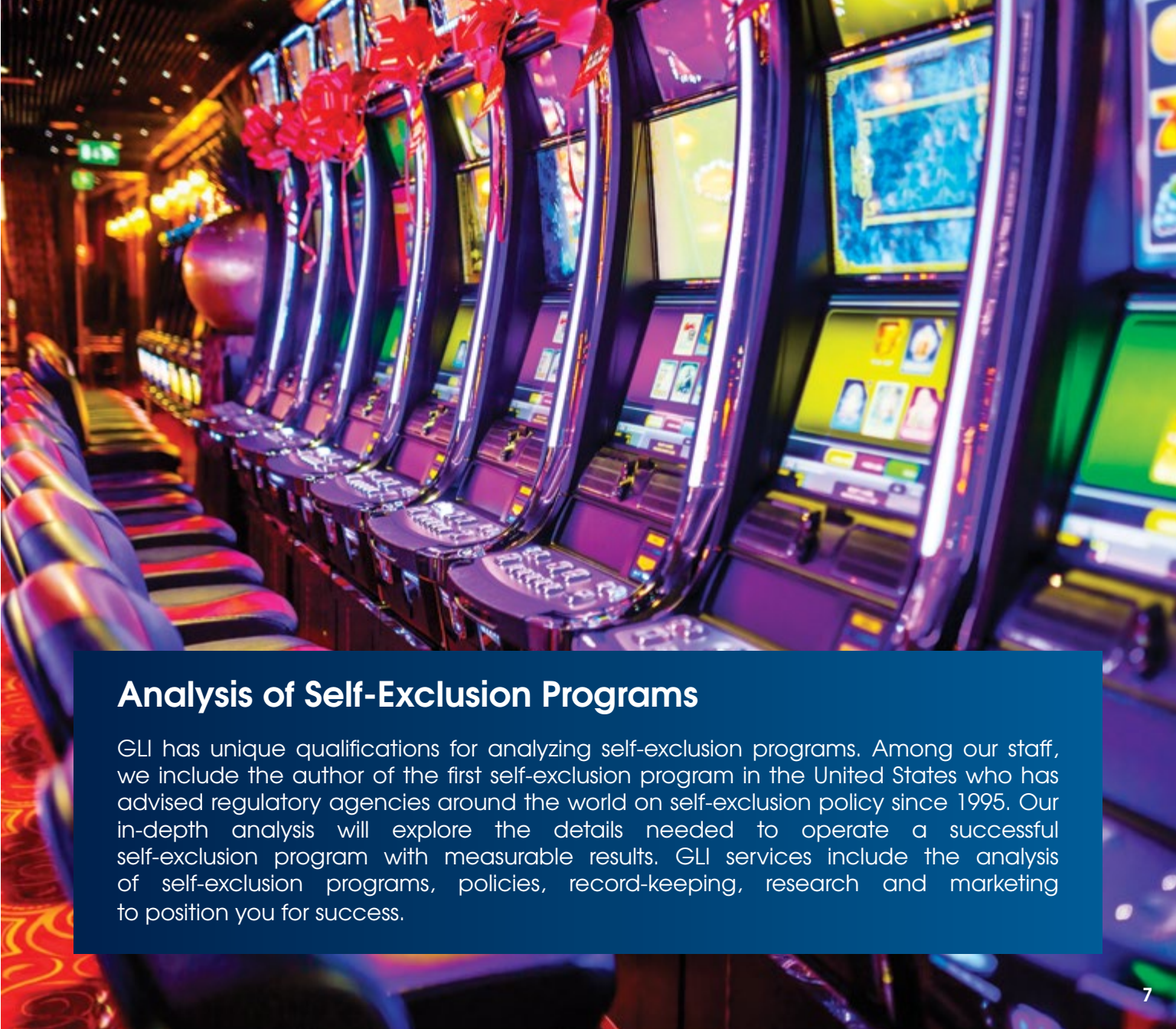
In addition to GLI being a Gold Founder of the International Center for Excellence in Gaming Regulation at UNLV, GLI professionals have extensive experience working with the world's top research centers.





Thought-Leaders in Responsible Gaming

GLI professionals have over 15 years of service on the board of directors for the National Center for Responsible Gaming and over 20 years as a member of the National Council on Problem Gambling (NCPG). A GLI staff member serves as Chair of the NCPG Standards, Policy, Regulation Interest Group and has been a key advisor to the Responsible Gaming Council. In addition, GLI staff members have been regular contributors for the European Association for the Study of Gambling (EASG).



Analysis of Self-Exclusion Programs

GLI has unique qualifications for analyzing self-exclusion programs. Among our staff, we include the author of the first self-exclusion program in the United States who has advised regulatory agencies around the world on self-exclusion policy since 1995. Our in-depth analysis will explore the details needed to operate a successful self-exclusion program with measurable results. GLI services include the analysis of self-exclusion programs, policies, record-keeping, research and marketing to position you for success.

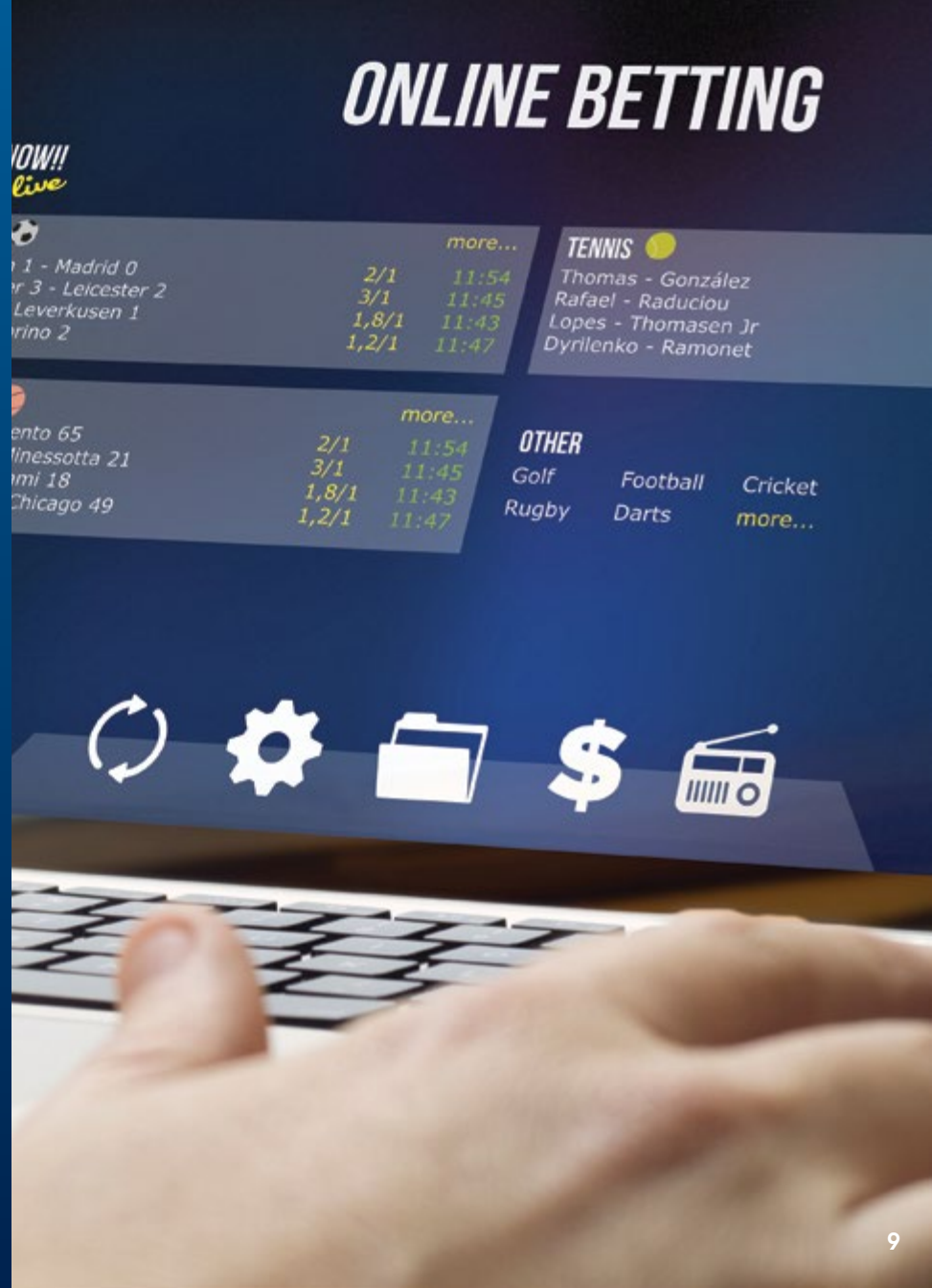


Policy Reviews Relating to Game Approval and Oversight

Many game approval policies were developed years ago before the development of our growing understanding of the many aspects of problem gambling behavior. This analysis will use current research findings to assure that proper review criteria are in place to ensure the game approval process correctly evaluates risks that impact problem gambling behavior.

Assessment of Online, Sports Betting and RG Technology Tools

Rapidly advancing technology is providing us with a wide array of new tools to evaluate RG programs and to provide players with the ability to monitor their gaming activity and set customized personal limits. GLI will help you stay at the forefront of emerging technologies by preparing a detailed analysis of remote gaming channels deployed by your gaming operation, as well as a summary of technology options that are available.





Treatment Availability and Counselor Training

GLI will review the treatment programs available in each jurisdiction to evaluate whether or not a proper mix of treatment options for each at-risk population is in place. Furthermore, GLI will examine existing treatment provider training programs to ensure they meet the needs of each jurisdiction.

Assess Responsible Gaming Messaging Including Player Education and Treatment Referral

Marketing to at-risk patrons must be conducted with care and sensitivity. The professionals at GLI understand the dynamics and challenges at-risk players face. To make sure your communications are handled with the utmost care while adhering to best practices, we will review all RG marketing and communication efforts to ensure the jurisdiction is creating a cohesive and effective brand.

Our team of professionals will ensure that messaging closely aligns to its program offerings and properly directs at-risk players to available resources. The analysis will include all stakeholder communications to evaluate whether work needs to be done to coordinate messaging with the goal of building a strong RG brand for the jurisdiction.





Funding Sources and Budget

We will conduct a thorough review of all RG resources in the jurisdiction to evaluate the efficiency of the resource allocation and the sufficiency of RG spending. Our team will compare the expenditure of resources to other similarly situated jurisdictions and make recommendations for possible new sources of funding.

Employee Training for Operators, Stakeholders and Regulators

GLI will evaluate existing training programs for each stakeholder group and, if necessary, make recommendations for additional curriculum. In addition, we will help develop performance metrics to measure the effectiveness of your training programs.

Program Integration, Branding and Stakeholder Engagement

This final step will bring everything together to ensure that all stakeholders in the jurisdiction are aligned in a manner to most efficiently and effectively deliver responsible gaming messaging, prevention and treatment programs that meet the highest standards of excellence.

Strategic Planning

Following an initial assessment, we will customize a plan specifically for you, showing how your entity can improve its responsible gaming programs and earn an accreditation under a variety of different programs.





What Does GLI Offer?

GLI provides project management expertise and assessment services resulting in a high-level knowledge transfer of subject matter expertise. With a “train the trainer” approach, our assessment services include the creation of transparent performance metrics that will improve compliance for your gaming operators. In addition, our assessments will allow you to address issues before they become problems and significantly improve initiatives to protect vulnerable patrons and the delivery of responsible gaming services.

We offer a variety of accreditation options through GLI University® that can be customized to meet your specific needs. Becoming accredited not only enhances your regulatory acceptance and increases brand loyalty, it also creates an emotional commitment from employees, draws support from suppliers, partners, and distributors while improving operational performance.

Maximize Your Responsible Gaming Initiatives

Getting started is easy. We will start an initial program review and then make recommendations and suggested timelines on where you should go from there. Contact your local **GLI Client Service Representative** to schedule an assessment, and let us help you with your RG efforts. We look forward to helping you maximize your responsible gaming initiatives.

GLOBAL LOCATIONS



GLI®

SO MUCH MORE THAN JUST TESTING





WORLD HEADQUARTERS

600 Airport Road

Lakewood, NJ 08701 USA

P: (732) 942-3999 • F: (732) 942-0043

gaminglabs.com

GLI's core purpose is to be the trusted global compliance and quality expert relied upon by our clients – delivering world-class customer service and value that is unmatched.

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