Shout House!

As many of you will be aware, Spring 2006 is all about shouting HOUSE! For the previous two years Ground Shaker has been rocking players’ worlds each spring – at substantial cost to the NBGA. But player research, after Ground Shaker II in 2005, indicated that the majority of players were ready for something new.

A promotion was needed that would be attractive to new and existing players, that was exciting to play.

Continued on Page 5

Ready Steady Cook

Bingo Callers do it better. So when Karl Seth – current Bingo Caller of the Year – and Mandy Gargan, winner for 2004, attended an audition for the popular Ready Steady Cook television show in December 2005, it’s no surprise that the producer was suitably impressed. They were both invited back to record a show in January, where they demonstrated to Ainsley Harriot exactly what they could do in the kitchen, ably abetted by Brian Turner in the Green Pepper Kitchen and Ross Burden in the Red Tomato Kitchen. When the show was aired in February, Karl took the lead in The Green Pepper Kitchen with the assistance of Brian Turner, winning the audience vote – and Karl £100. The Red Tomato Kitchen may have lost out on the votes, but Mandy walked away with a Ready Steady Cook hamper!
AGMs 2006

Another year, another National Bingo Game and Bingo Association AGM! This year, the date to note in your diaries is Tuesday, 6 June. This year’s meetings will take place at The Queen Elizabeth II Conference Centre (pictured below) in London. A members-only drinks reception has traditionally been held the evening before meetings, but this year, the reception will be held afterwards, with the express hope that more members attend to network and discuss the day’s proceedings. A special rate for the Marriott County Hall Hotel – the venue for the post-AGM drinks reception – is available to members. Details will be sent out shortly and will also be posted in the members area of the Bingo Association website.

For all other queries, contact Donna Black on 01582 860921, or email donna@bingo-association.co.uk

European Bingo Association

The new European association EUBINGO was officially launched on 31 January, 2006 at a lunch in the European Parliament hosted by Bill Newton Dunn MEP. Currently consisting of The Bingo Association and the Spanish Confederation of Organisations of Bingo Game Managers (Confederación Española de Organizaciones de Empresarios del Juego del Bingo), EUBINGO hopes to recruit new members to create a network of EU member states. The primary aim of EUBINGO is to represent members’ interests at EU level, inform them of developments, and ensure communication between members. EUBINGO’s primarily interested in the following issues: The Draft Framework Services Directive; the Commission study on gambling; Corporate Social Responsibility; the EU’s SME policy; the EU’s anti-smoking campaign; the EU’s working time legislation; and infringement proceedings against national gambling monopolies.

Bingo in the news – 2005 roundup

It was a good year for bingo stories in the media in 2005. The peaks and troughs of coverage were fairly similar to previous years, with Caller of the Year adding significantly to press coverage in Q3 and to broadcast coverage in both Q3 and Q4. In total, the competition delivered in excess of £600,000 of advertising equivalent coverage.

Number of press hits by month

<table>
<thead>
<tr>
<th></th>
<th>October</th>
<th>November</th>
<th>December</th>
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<tbody>
<tr>
<td>Consumer magazines</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Electronic media</td>
<td>9</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>National press</td>
<td>16</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Regional press</td>
<td>117</td>
<td>179</td>
<td>106</td>
</tr>
<tr>
<td>TOTAL</td>
<td>145</td>
<td>210</td>
<td>134</td>
</tr>
<tr>
<td>Quarterly total:</td>
<td>489</td>
<td></td>
<td></td>
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<tr>
<td>2005 total:</td>
<td></td>
<td>1,928</td>
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Total number of press hits by quarter for 2005

<table>
<thead>
<tr>
<th>2005</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
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<tbody>
<tr>
<td>TOTAL</td>
<td>543</td>
<td>367</td>
<td>529</td>
<td>489</td>
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The National Game

Quarterly news and update from Chief Executive, Paul Talboys

Spring 2006 is very much with us, marked by the running of another successful £500,000 game on Sunday, 26 March (Mothers’ Day). Thanks for your support in ensuring this game’s continued success.

This date was also significant for Scottish based clubs, as the smoking ban came into effect there at 6am on the same day. English and Welsh based clubs can now expect a similar ban in 2007, following the vote on the Health Bill on 14 February. On page 7 we look at the action which clubs have taken to ensure that this is seen as a positive move by members.

The main promotion from the NBGA for Spring will be Shout House, WIN House, which will be supported by a television campaign, starting 16 April and running until the final draw on 13 May. Read all about this exciting promotion in our story, starting on the cover.

Work on a new corporate identity for the National Bingo Game has also been going on since November, and I hope to be able to share the finished result with you in the next issue of Bingo Link (July). This new corporate logo and identity will make its first appearance in the Autumn advertising campaign, which will go on air in early September, making use of real players and the theme, ‘I’d rather be at bingo’. You never know – maybe one of your members will be our star!

National Bingo Game: key statistics

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Total Prize Money since the game began</td>
<td>£881,191,685</td>
</tr>
<tr>
<td>Total Prize Money played for in 2005</td>
<td>£54,103,822</td>
</tr>
<tr>
<td>Total Prize money played for in 2006 to 28 February</td>
<td>£9,372,375</td>
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Biggest games for 2005

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<tbody>
<tr>
<td>Saturday 23 April with ticket sales of</td>
<td>1,069,458</td>
</tr>
<tr>
<td>Tuesday 14 June with ticket sales of</td>
<td>888,664</td>
</tr>
</tbody>
</table>

Biggest game to date for 2006

<p>| | |</p>
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<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Thursday 26 January with ticket sales of</td>
<td>896,752</td>
</tr>
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Gala has been ranked as the 17th best company to work for in the UK in an annual survey by The Sunday Times. The Sunday Times 20 Best Big Companies to Work For is a roll call of excellence among the largest employers in the UK. Firms with more than 5,000 staff are eligible for this list, which was created in 2005 in recognition of the challenges faced by larger firms seeking to build dynamic, high-quality workplaces.

“It’s a great result for Gala Bingo and all the people who work for it,” said Steve McKenna, Managing Director of Gala Bingo. ‘We’re the only leisure company in the 522 companies surveyed. Seventy-one per cent of our staff gave a positive score in believing they can make a contribution to the success of the company – and happy staff mean happy customers.’

Gala Bingo were represented at the Awards by a number of employees including Steve McKenna, Managing Director of Gala Bingo, and Neal Young, Gala Group Human Resources Director.

On Thursday, 27 July The Bingo Association will host its 21st Annual Golf Day – that’s 21 years of fun and good company, if not necessarily good golf! As previously, two competitions will be run: the 9-hole Better Ball competition for the Nesfield Cup (morning), and the 18-hole Singles Stableford competition for the Maygay Cup (afternoon). Additional prizes and cups will also be up for grabs, including a Hole-in-One prize, which has not been claimed for quite some time!

The day’s golf will be followed by a four-course dinner and prize presentation, as well as a Dutch auction which will, once again, be for a week’s accommodation in a luxury apartment at the Los Argueros Golf and Country Club in Marbella Costa del Sol. All proceeds go to Bingo for Breakthrough.

The golf day will be held at The De Vere Hotel and Golf Course, Carden Park, Nr Chester, Cheshire, CH3 9DQ, and is open to all members and their guests. Members are welcome to enter as individuals, pairs, or as teams of four. Company or club based teams are also very welcome. Entry forms and full details have been sent to members.

For further details, contact Donna Black on 01582 860921, or email: donna@bingo-association.co.uk

Gala in top 20

Golf day’s 21st outing

The search for the Bingo Caller of the Year 2006 is now underway. This high-profile contest captured the media’s imagination in 2005, when they turned out in force to interview and film contestants – both at work and during the competition – which resulted in over £600,000 worth of media coverage for the bingo industry.

No special qualifications are required for entry – other than you must be a main stage caller. Up to three callers per club can enter. Bingo operators and managers should encourage their callers to enter, as this is a tremendous experience which can help callers develop their professional skills, encouraging them to improve their in-club performance.

The final of last year’s contest, held at the Mecca Catford in London, was an exciting event, with six amazing finalists from all over the country competing for the top spot. The standard was so impressive that, in the end, there was just one point that gave the title to Karl Seth, from the Buckingham Bingo Club in Old Trafford.

He has now received training to become a spokesperson for the industry, and, as part of his Caller of the Year prize, Karl will fly to the USA in early May with his wife, Shradha. They will spend three glorious days taking in the sights of Hollywood and Beverley Hills in Los Angeles, before heading to the glittering lights of Las Vegas, where they’ll spend four days. During this time Karl will have the opportunity to call a bingo session – in true Las Vegas style – at the Sun Coast casino, on 6 May. Being part of the National Bingo Game Caller of the Year is a wonderful experience – whether you win or not; so if you have a caller who deserves the opportunity to try their hand, pass them the entry form that has been circulated with this issue of Bingo Link – or call the organisers, Pattinson PR, on 020 8310 5086.

New publisher for Eyes Down magazine

Following problems with production, and the subsequent non-publication of Eyes Down Issue 4, the NBGA has secured a new publishing partner to undertake the production of Eyes Down for 2006. Issue 4 will now be published in early May by new partners Associa – a specialist publisher and marketing services group, owned by NFU Mutual and based in Rutland. Associa brings an increased level of expertise to the publication in terms of managing both content and advertising sales.

A new joint editor will shortly be appointed to work alongside Steven Baldwin, so let customers know they can expect a new, improved Eyes Down in May. Issue 5 is due for September release.

Caller of the Year 2006

Managing Director Steve McKenna (right) accepts the award for Gala Bingo

New publisher for Eyes Down magazine

Eyes Down
Bingo for Breakthrough achieves £1.6 million

Over 420 bingo clubs turned pink in support of Bingo for Breakthrough during Breast Cancer Awareness Month in October last year, raising a staggering £650,000.

The campaign has now raised over £1.6 million, smashing the target of raising £1 million in three years. This is an incredible achievement and testament to the support given by the industry.

The Outstanding Fundraising Award for 2005 goes to Mecca Bingo Glasgow Forge III where a whopping £8,749 was raised. For the third year running, Quayside Bingo in Lossiemouth had the most generous customers with an average donation of £4.11 per head.

The Bingo Association will continue to support Breakthrough Breast Cancer in 2006 and 2007.

Congratulations also to the staff and members of Mecca Swansea Carmarthen Road, Gala Feltham, Gala Stoke on Trent and Gala Rotherham for winning the top regional fundraising awards. Special congratulations to Apollo Bingo Caernarfon, Lucky Numbers Bingo, Gala Bognor Regis, Gala Pitsea and Gala Shrewsbury for raising the most per head in their respective regions.

For many of us, the dream is to own a place in the sun – for FREE, for ever and own their very own place in the sun. This is important, as if it were a game of live draw can be played, also means that the wonderful fundraising events in 2005. The money you have raised will be invested in groundbreaking research that aims to eradicate breast cancer by discovering the causes of the disease and developing new treatments. In this way, and by raising awareness of breast cancer, Breakthrough is helping to create a future that can be free from the fear of breast cancer.

Following the success of the campaign, The Bingo Association will continue to support Breakthrough Breast Cancer in 2006 and 2007. This year’s Bingo for Breakthrough diary date is 22-29 October – and a new mascot will soon be revealed.

For more information call Laura Jones at Breakthrough on 020 7025 2493.

Shout House!

Continued from Page 1

in-club and that offered a different and aspirational prize. After seeing the excitement created with a prize draw called LIVE, it was decided that this was clearly the route to take. This method, coupled with recent advances in ticket terms, also means that the live draw can be presented as if it were a game of bingo, playing to a full house. This is important, as the promotion will be used to entice new players to try bingo, as well as allowing existing players to join in the fun and excitement.

The ultimate prize draw

For many of us, the dream is to own a place in the sun where we can holiday regularly with family and friends throughout the years. The National Bingo Game’s spring promotion offers four lucky winners the chance to have that dream come true and own their very own place in the sun – for FREE, for ever, for KEEPERS! There will be 20 family holidays – each for four people – to visit Disney World, Florida!

The Shout House, WIN House promotion takes place on four consecutive Saturday evenings: 22 & 29 April, 6 & 13 May. Prior to this, participating clubs will be required to take part in test games, depending on how they will take part on the draw nights. There is a two-part live draw each week. The first part identifies the club that has won a Spanish villa; the second part identifies the clubs that have won a family holiday. The villa winning club will then continue to complete the live draw in order to identify an individual winner of the villa in that club. The clubs that have each won a holiday will then hold an in-club draw to identify an individual winner. Full operational details are included in the Shout House, WIN House Promotional Manual supplied to managers at participating clubs.

The promotion is supported by a full advertising campaign with a pre-promotion PR campaign that asks bingo players what they shout when they win. This will be fronted by television presenter Melissa Porter, who presents shows including: To Buy or Not to Buy (BBC 1); Escape to the Country (BBC 2); and Get a New Life (BBC2).

Clubs have also been sent an in-club advertising CD with a script for callers as well as theme music commissioned for the promotion. Clubs should use the draws as an opportunity to run themed party nights featuring holidays, sun, fun and the Spanish holiday atmosphere of the promotion.

A follow-up article on Shout House, WIN House will appear in the July edition of Bingo Link and will feature clubs’ pictures of their promotional activities.

What do they shout in Spain?

Will it be one of your players who shouts house to win this Spanish villa in 2006?

BINGO FOR BREAKTHROUGH 2005 FUNDRAISING AWARDS

Congratulations to Mecca Bingo Glasgow Forge III for winning the Outstanding Fundraiser Award by raising £8,749 during Bingo for Breakthrough 2005. In addition to offering free games for donations, staff at the club threw themselves into the fundraising with a dart’s tournament, pool competition, a fun run and even a football match. Breakthrough would like to thank the staff and generous members of Mecca Bingo Glasgow Forge III for their outstanding support.

<table>
<thead>
<tr>
<th>Top Fundraisers</th>
<th>Grand Total</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mecca Bingo</td>
<td>£8,749.00</td>
<td>Scotland</td>
</tr>
<tr>
<td>Glasgow Forge III</td>
<td>£7,286.00</td>
<td>The Midlands</td>
</tr>
<tr>
<td>Gala Bingo Fenton, Stoke on Trent</td>
<td>£6,656.25</td>
<td>Northern England</td>
</tr>
<tr>
<td>Gala Bingo Rotherham</td>
<td>£6,181.25</td>
<td>London &amp; The South East</td>
</tr>
<tr>
<td>Gala Bingo Feltham</td>
<td>£4,091.54</td>
<td>Wales &amp; South West England</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Fundraisers</th>
<th>Per head/Total Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quayside Bingo Lossiemouth</td>
<td>£4.11 per head/£2,000.00 total</td>
</tr>
<tr>
<td>Joint winner: Gala Bingo Pitsea, Essex</td>
<td>£1.98 per head/£3,149.22 total</td>
</tr>
<tr>
<td>Joint winner: Gala Bingo Bognor Regis</td>
<td>£1.98 per head/£3,000 total</td>
</tr>
<tr>
<td>Gala Bingo Shrewsbury</td>
<td>£1.98 per head/£2,433.10 total</td>
</tr>
<tr>
<td>Lucky Numbers Bingo Harrogate</td>
<td>£1.87 per head/£1,357.87 total</td>
</tr>
<tr>
<td>Apollo Bingo Caernarfon</td>
<td>£1.42 per head/£2,400 total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland</td>
<td>£4,091.54</td>
</tr>
<tr>
<td>The Midlands</td>
<td>£3,000 total</td>
</tr>
<tr>
<td>London &amp; The South East</td>
<td>£2,433.10 total</td>
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<tr>
<td>Wales &amp; South West England</td>
<td>£2,000.00 total</td>
</tr>
<tr>
<td>Northern England</td>
<td>£1,357.87 total</td>
</tr>
<tr>
<td>West England</td>
<td>£1,42 per head/£2,400 total</td>
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</table>
BINGO OPERATIONS

WHOLLY OWNED SUBSIDIARY OF A PUBLIC LISTED JAPANESE COMPANY WELL KNOWN IN THE LEISURE INDUSTRY AND ALREADY OPERATING BOWLING ALLEYS AND FAMILY LEISURE CENTRES.

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OR MOBILE 0777 422 4477
The Association fought hard on behalf of members, briefing press and lobbying MPs. Since the beginning of the year the Association has sent out approximately 1,500 letters and 1,200 press releases on the subject of the smoking ban, which will now come into effect in 2007.

Scotland took the decision on smoking earlier than England, and the ban on smoking in public places came into effect at 6am on Sunday 26 March. A number of operators, both north and south of the border, have started exploring ways to help their players cope with the ban.

Smoke-free test

When two Top Ten Bingo clubs ran a ‘No Smoking’ night, there was plenty of concern that customers would stay away in droves. As it turned out, those fears were unfounded.

The two neighbouring Welsh clubs, in Pembroke Dock and Milford Haven, chose St David’s Day, 1 March, to ban cigarettes in the club for a night, following Parliament’s vote in February to outlaw lighting up in public places.

Contrary to expectations, admissions were down less than 5 per cent. Although some customers decided to boycott bingo for the evening, others turned up specifically because of the ban. One customer at Milford Haven said: ‘I always come with my daughter, but we’ve stayed away for the last six weeks because she is pregnant. The atmosphere tonight has been so much more pleasant than usual – I can’t wait for the ban to become permanent.’

Smokers who did attend went outside the clubs during the intervals to light up, despite the wintry conditions. Both clubs provided mints on tables as well as a buffet, providing a distraction from cravings.

After the event, Top Ten’s Operations Director, Bruce Roberts, said: ‘I think this has demonstrated that we have plenty of customers who are in favour of the ban, or are prepared to go without a cigarette for a couple of hours. There is certain to be an initial dip, but I’m confident that we can ride out the storm and that numbers will soon return to normal.’

David Arnold and Simon Jones, the two club managers (both non-smokers themselves), decided to hold the controversial trial run a week ahead of No Smoking Day on 8 March. They joined forces with the Pembrokeshire Public Health Team, whose staff were on hand in the club to offer encouragement and advice to those members who would like to give up smoking.

Scottish support for ban

In the run-up to the government’s smoking ban, which came into effect on 26 March, Rank Group Gaming took action to support the members of its 14 bingo clubs in Scotland.

Teaming up with NHS Health Scotland, Rank took their advice on the most effective way to support smokers who are thinking of kicking the habit.

Pat Mitchinson, Marketing Director explains: ‘Research shows that a large proportion of bingo players are smokers. Because of this, we decided to take a proactive stance to make the transition as smooth as possible for these players. The Scottish ban will affect 14 of our clubs, as well as the latest addition to the estate, Fountain Park (Edinburgh), which only opened at the end of March. By the time the English legislation comes into play next summer, the Bingo industry will be in a strong and well-informed position to gauge the business impact of this new legislation.’

NHS Health Scotland leaflets and written materials have been made freely available in all Mecca clubs in Scotland. Specialist Smoking Cessation Advisors are also attending every club for one hour each week to offer in-depth advice to anyone looking into giving up.

Rank plans to continue its support of Mecca Bingo customers in Scotland after the ban – even looking into the possibility of weather protection for smokers outside the clubs.

Two bingo players show their support for the new no smoking legislation, which may have the benefit of making bingo clubs a more family-friendly zone.
Why it pays to send your customers bingoloopy!

Becoming a bingoloopy.com affiliate partner is the easiest, most cost-effective way of jumping on the lucrative online bingo bandwagon. All you have to do is direct your customers to the bingoloopy.com site and we’ll pay you up to 45% commission on the money they spend there. We’ll provide all the online banners and marketing help you need to get your customers going bingoloopy!

We can even build you your own bingoloopy.com homepage, this could feature your logo and corporate ID, for example – so your customers see your name welcoming them to bingoloopy.com. It’s like having your very own online bingo site, and we’ll have it up and running in no time at all.

Creating an effective and popular online bingo site is all about ensuring there are more winners, more often, to guarantee that your customers come back time and time again. Add a friendly and welcoming online community where they can meet up to chat and gossip, plus the voice of Bingo Caller of the Year Karl Seth, and you’ve got a potent recipe for maximising the income from your database.

In other words, at bingoloopy.com it’s as much about the community and the atmosphere as the prizes. And we’re now looking for like-minded affiliate companies who share this vision of what an online bingo site should be … and are ready to reap the dividends!

To find out more about becoming a bingoloopy.com partner, click on www.bingoloopy.com/affiliates, or call Paul Parry, Managing Director on 01295 201243.
Keeping your finger on the pulse!

In the past 10 years technology has changed significantly, and is quickly catching up with those ideas that were once seen as movieland ‘fantasy’. This is definitely the case with fingerprint technology.

Bingo Link caught up with Simon Kemp, Director of Q Services to learn more about the potential impact of this on membership systems.

‘Progress can creep up on you – but it is always moving. So we keep our ear to the ground for advances. Those of you who use computerised membership systems probably use magnetic swipe cards. Provided you get the cards from the right source and to the right specification, this technology is reliable. However, cards can cost up to £1.50 each, and there are always those members who lose their cards – sometimes more than once – which is expensive for clubs to manage and maintain.

The beauty of fingerprint technology is that we all carry our fingertips with us. We can’t easily leave them in our other handbag or on the kitchen table, which makes a fingerprint system much less expensive to maintain.

‘However, to ensure a fingerprint system works effectively, clubs need to have the right equipment installed. A magnetic barcoded or proximity card contains just a membership number and sometimes a club’s site number. This is a simple – and fast – look-up process for the database. However, when a fingerprint is received, its “pattern” needs to be analysed and matched to a database – a somewhat more complicated task that takes a little more time. So it’s vital that the reader is matched to the membership software and is being used with good quality computers.

‘Another significant benefit is that there’s no waiting while members search through handbags or pockets. They simply touch the scanner and proceed into the club.

‘Some clubs issue guest passes to both guests and members who haven’t brought a membership card with them. This can be a time-consuming process.

That’s the ticket!
The fingerprint membership system could produce “tickets” once the member’s print has been recognised from a receipt printer located on the front desk, which would avoid that bottleneck as well. The member would carry that ticket as proof of membership while playing in the club. If the software is designed well, operators could also place a message onto the ticket – promoting a game or event, perhaps.

‘One issue to overcome is members’ perception of this technology. The historical link between finger printing and criminal activity means that some members may feel uncomfortable about providing a print. However, they should be reassured that their prints will not be shared with other databases. As this technology becomes popular with other businesses, their perceptions will change.’

This technology is available now and can help cut costs for clubs with an easy to use, accurate system for tracking member visits. Call 07850 333 987 for more information or visit www.qservices.co.uk.
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November 14-16, 2006 | Las Vegas Convention Center
November 13, 2006 | G2E Training & Development Institute

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LAS VEGAS 2006

Calling All Bingo Operators

Top Ten Bingo are looking to acquire Bingo Clubs if you want to sell!!

Contact: Bruce Roberts or Alan Weston
Tel: 01727 850793
Refocus at Rank

Rank Group Gaming Division has undergone a number of changes in recent months. After the departure of Marketing Director Nigel Sibbey, Pat Mitchinson joined Rank in this role in late November 2005, while Michele Jennings was promoted from Director of Purchasing to Commercial Director.

Pat’s career began at Unilever, and she has held several senior marketing positions with companies including Kingfisher; Woolworths plc; The Walt Disney Co., and The Timberland Co. She brings considerable expertise in consumer sectors – from the mass market at Woolworths, through to premium brands at Timberland.

Michele has been with Rank for six years, originally with the Group Purchasing team, transferring in 2001 to the Gaming Division, where she has been heavily involved in the development of electronic gaming and machines capability.

David Boden, Managing Director, said: ‘We’re delighted to welcome Pat to the company and wish her and Michele every success. Providing dedicated direction for these key business areas will give increased focus and support for the future. These appointments will help us move forward.’

Peter McCann will now focus solely on the Grosvenor Casinos brand as Operations Director, while Simon Wykes, formerly Northern Regional Director, will become the Operations Director for the Mecca Bingo brand.

Following these changes, a review of the marketing structure was undertaken. It will now be built around three centres of excellence: Strategic Marketing, with Jackie Abraham as Head of Strategic Planning; Operational Marketing, with Miles Baron as Director of Operational Marketing; and Public Relations, with a soon to be appointed Head of Public Relations.

Pat Mitchinson commented: ‘Today’s consumers are increasingly sophisticated and tough in their expectations of brands, products and – ultimately – marketing. This restructure will ensure we have the skills and competencies to deliver to the highest expectation of the business.’

Global Gaming Expo

Global Gaming Expo – or G2E as it is informally known – retained its spot as the world’s No.1 show for the gambling and gaming industry in 2005, with attendance exceeding 2004 figures by 6 per cent, and a total of 26,603 gaming industry professionals participating.

F&B at G2E, the event’s culinary marketplace, saw the largest growth with a 33 per cent increase on 2004, which serves to demonstrate the heightened interest within the gaming industry for non-gaming activities.

The 2006 event will be held at the Las Vegas Convention Centre on 14-16 November, and organisers have announced they will partner with EventPro Forum, an annual show for live event production professionals, to create the EventPro Forum Entertainment and Event Production Pavilion for 2006. Targeted at casino entertainment, marketing and showroom decision makers, the new pavilion will feature exhibits by entertainment industry specialists. EventPro will also present conference sessions, including “How to Effectively Produce Entertainment Events”.

Ahead of the show, a new web seminar series has been launched with interactive panel discussions on trends and topics affecting the gaming entertainment industry (for details, visit www.globalgamingexpo.com).

While G2E remains the number one overall show, bingo is only one small part of this Expo. Bingo World, as covered in the previous issue of Bingo Link, focuses exclusively on bingo, but is significantly, and understandably, smaller. This year’s show took place in Las Vegas as we went to press – so look out for our review in the July issue.

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Seldis Cooper is a privately owned Family business operating 6 clubs in England. We have a vacancy for a manager based in Castleford to develop our bingo club.

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JUST the competition

Just Everything is gearing up for spring with new children’s gifts and novelty items. Three lucky Bingo Link readers have the chance to win one of these three great ‘preview’ prizes.

★ Plush Cow
Talking Radio

★ Boys & Toys
Monster Truck

★ Just Outdoors
Ladybird Kids’ Telescopic Chair

Simply complete the competition entry form supplied with this issue, or send your name, club name and club address on a postcard to:

Bingo Link – Just the Competition
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All entries must be received by 5 May, 2006.
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ATEI’s landmark 2006 show

The landmark UK trade show ATEI has been and gone for another year, with a record 311 exhibitors displaying their wares at this premier showcase for the UK.

Over 50 per cent of this year’s exhibitors were from overseas, representing some 30 nations. There was also a slight increase in total attendance, up 0.2 per cent to 13,310, as well as an increase in international attendance, up 11.6 per cent. In addition, net floor space was up 9.2% – to a record 12,558sqm; Crown Direct took the largest single stand at just over 544sqm.

Chairman Peter Rusbridge commented: ‘Although visitor figures are just part of what constitutes a successful exhibition, we are very pleased with the outcome of the first ATEI/ICE/ICEi shows held under the new ownership of Clarion Events. Attendance climbed to 24,913, just 87 short of the landmark 25,000.

‘Certainly the driver for growth is the number of non-UK buyers making the journey to London. In ATEI, the international proportion stands at 36.7 per cent, in ICE/ICEi it is 58.8 per cent; the overall figure is 45.4 per cent. Proof that we operate in, and provide solutions to, an international market.

‘While there were fewer UK buyers than in 2005, this year’s figure remained the second highest on record and can be considered healthy against the backdrop of a less than dynamic coin-op sector.

‘The postponement of IMA, the German fair, had a positive impact on the London shows. The feedback we received from the German buyers is positive and we are optimistic about retaining their support for 2007. Nations such as Spain, Netherlands, Austria, Italy, USA, France, Sweden and Ireland continued to provide their usual strong turnout of buyers.

‘Looking ahead, 2007 will be one of the most significant in the show’s history. The introduction of the new floor plan configuration at Earls Court 1 will enable us to bring in the 50 or so new companies who want to exhibit and help the 40 per cent of existing exhibitors who want bigger and better stands. It will be a vintage year!’

ATEI 2007

Just the Competition winners

The lucky winners of Just the Competition (Issue 72) are:

Edwin Lewis, Palace Bingo Conwy
Chocolate fountain

Jennifer McGrady, Gaiety Opera, Whitehaven
– Aqua Car

Sue Thornton, Mecca Luton
– Halogen heater

Thank you to everyone who entered, and a big thank you to our competition sponsors, Just Everything.
Starry nights for bingo’s newest clubs

Celebrations kicked off this year with the opening night for Gala’s Borehamwood club, followed in March by Mecca’s Fountain Park club in Edinburgh. Also toasting their success is the recently opened Carlton Bingo at Beechwood Park.

It’s Electric at Mecca
On 31 March, Mecca opened the world’s first fully electronic bingo club in Edinburgh’s Fountain Park. The new club has more than 540 state-of-the-art Mecca Pods from which players enjoy the full electronic bingo experience.

David Boden, Managing Director says: ‘This club is an exciting milestone for us and the industry as a whole.’

The look and feel of this club is a million miles away from the traditional bingo club. The club also boasts Accents, a restaurant offering a bespoke menu, reflecting the increased significance of food and other non-gaming offerings as part of the overall experience for customers in bingo clubs. With no paper tickets, this club offers a very different bingo experience and a great night out for existing and new players.

Carlton’s million
The new Carlton Bingo, Beechwood Park, Inverness has been trading for just over 4 months since opening in October 2005, yet the club broke through the £1 million prize fund barrier to pay out £1.1 million in 3 months.

The number of people registered to play at the Beechwood Park site now exceeds 17,000 (almost three times the number who were registered at the old club in Huntly Street).

Duffy opens for a Gala premiere
Keith Duffy cut the ribbon to officially open the multi-million pound Gala Club in Borehamwood during a star-studded party back in January. This was followed by a full night of bingo as well as a line-up of entertainment, including The Mad Hatters trio and the sensational winners from popular series Stars In Their Eyes. The state-of-the-art club boasts fantastic facilities including seating for over 900 people, comfort cooling and a licensed bar.
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