

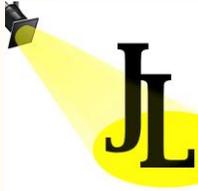
### **About Jeremy Larochelle, MBA**

Jeremy has over twenty years in the music industry. He spent the first decade-plus as a touring drummer working in bands, theaters, clubs, resorts, and cruise ships around the world gathering deep insights into stage cultures, venues, and the concert consumer.

In 2009, he decided to move behind the curtain and into the management aspect of the industry earning his B.S. in Music Business Management while on the road. After graduating, Jeremy accepted a position with Mike Moloney Entertainment (MMEC ) out of Las Vegas as a casino and cruise ship booking agent. At the same time, he enrolled in an MBA program to focus on the science of management and how it applies to the entertainment industry. His studies included deep dives into operations, marketing analytics, and consumer behavior – all subjects he continues to build upon today.

While earning his graduate degree, Jeremy moved from the booking realm into the management track for MMEC becoming the on-site manager for two Native American Gaming properties where he actively managed and aligned the daily entertainment offerings of nine venues. Later, he picked up the booking duties for a third community-based property in Texas, bringing his total responsibilities to the management of over 260 entertainment shifts per month across three gaming properties in two states.

In 2020, Jeremy joined Virgin Voyages as their Manager of Music Production and Operations where he became responsible for the development of the newly found brand's sonic identity fleet-wide. He continues to study consumer behavior and marketing analytics across the entertainment industry and presents his findings regularly on his website at [www.jeremylarochelle.com](http://www.jeremylarochelle.com).



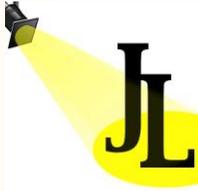
## **Program Synopsis**

Consumer behavior is a powerful marketing tool when handled properly and responsibly. At our core, we as humans share instincts that make us act in certain ways with zero thought. One of these drives is to seek the pack. A phenomenon we have adopted from our ancestors. One that naturally taught lone-wolves that going it alone was dangerous and often ended in their demise. As such, we as a species instinctively gravitate to larger groups of people because we feel safe within our “wolf-pack.”

Consumer behavior in entertainment marketing doesn't stop there. Famed Social Scientist William McPhee published *Formal Theories of Mass Behavior*, which uncovered that when faced with a decision, the consumer will pull from external stimuli to test their initial hypothesis of what they anticipate against those around them. E.g. if they see more people with drinks in-hand they too will want a beverage.

When applied strategically, the use of consumer behavior can help increase the “basket of goods” venues now offer such as gaming income in casinos, food and drink sales, rooms, VIP experiences, sponsorships, and merchandise by keeping consumers on your property longer and encouraging them to follow the pack that has been created around your brand.

Jeremy's presentation will dive into this research as well as other elements of consumer behavior-based marketing in a fun and understandable way through a slide presentation, insights, and open dialogue with attendees.



## **Using Consumer Behavior to Advance the Overall Financial Position for Entertainment Venues – *Program Outline***

- 1) Introduction and Welcome
  - a) About Jeremy Larochelle.
- 2) What is Consumer Behavior?
  - a) Classic definition.
  - b) Doing without thinking.
- 3) Survival of the Pack and Why it Works in Entertainment.
  - a) The mammalian brain, the amygdala, and fight or flight.
  - b) The deep-seated instinct of survival of the pack we cannot escape.
  - c) Using pack behavior in entertainment venues.
    - i) The adoption tipping point.
    - ii) The exodus tipping point.
    - iii) How to achieve the adoption tipping point and avoid the exodus.
- 4) Using the Psychological Impact of the Crowd to Your Property's Advantage.
  - a) Formal Theories of Mass Behavior explained.
    - i) Internal hypothesis testing on autopilot.
    - ii) Using social clues when we cannot test our theory.
    - iii) How the crowd increases ancillary sales.
    - iv) Additional benefits of pack behavior in venues.
    - v) How the crowd can increase overall gaming drop in casinos.
- 5) So, How Do You Build the Crowd?
  - a) Aligning your marketing strategy, needs, and budget.
  - b) The Judge Judy principle.
    - i) Audience compounding.
    - ii) The challenges of change.
  - c) Finding the right talent.
    - i) Booking what we like versus booking what works.
    - ii) The power of unbiased data.
    - iii) AB testing.
    - iv) Getting stakeholder buy-in.
    - v) It takes time and commitment.
- 6) Closing
  - a) Final thoughts.
  - b) Thank you for joining me.
  - c) Q&A