Affiliate Management
ACADEMY

Affiliate Management Academy

Two Day Training Course for Affiliate Managers

Welcome!

Welcome to the Affiliate Management Academy, designed by Tom Galanis in conjunction with the Totally Gaming Academy.

The art of affiliate management comes through personalising the role to capitalise on your skills, strengths and individuality, and identifying where marginal improvements can be made to maximise effectiveness. With competition for quality affiliates ever increasing and more online gaming operators competing for consumers' attention, streamlining individual and team practices will improve the performance of your affiliate programme.

Over two days of practical, hands-on learning, the Affiliate Management Academy will navigate you through the world of affiliate management to build your knowledge and provide you with the tools and tactics required to significantly improve your performance and enjoyment in the role, and leave a lasting impact on your bottom line.

We look forward to welcoming you,

Tom Galanis and The Totally Gaming Academy

Course Director



Tom Galanis is an iGaming affiliate marketing specialist. Since 2005, he has led and assisted in the development and management of dozens of affiliate programs for companies such as bet365, the Gala Coral Group, Betsson and the Rank Group.

Tom provides affiliate management, master affiliate recruitment and broader iGaming and social gaming consultancy services to start ups and established operations alike. This depth of experience allows him to offer unique insight into the inner workings of affiliate management roles and deploy proven, innovative strategies and individual action plans to maximise affiliate programme contributions to an operator's customer acquisition results and bottom line.

In 2015, Tom was inducted in to Global Gaming Business' 40 Under 40 class in 2015 and is a well-respected writer and speaker, having featured prominently in a wide range of industry publications and conferences around the world.

What will you learn?

Over two days of intense and pragmatic learning, Tom will deconstruct the complexities and myths of affiliate management ensuring you take away a personalised, practical action plan to improve the efficiency and performance of your affiliate department role, featuring the below:

- Understand how to manage your affiliates fully, and to ensure you prioritise your relationships
- Ensure the deals you make actually create revenue and traffic
- Learn how to grow and manage your affiliate network and increase depositing traffic to your site
- Evaluate where your personal skills lie, and where you can develop to improve productivity as an affiliate manager
- Gain skills in conference productivity to establish and build successful relationships with affiliates and ensure a ROI from your partnerships
- Improve your negotiation techniques to help you get the best deal with your affiliates

What will you get to keep?

- Affiliate segmentation strategy template
- Affiliate program roadmap template
- Access to affiliate manager anti-fraud community
- Detailed course notes to support your own development

Who will you meet?

Whether you have just started in the affiliate industry, have several years' experience or are a senior member of staff looking to revamp the department, this course will bring together industry peers in a comfortable and engaging learning environment that stimulates individual experiences to create and embrace collective common sense and practical knowledge to take your own career - and the iGaming affiliate industry - forward.

> Tom's vast knowledge of the affiliate industry is remarkable and this was displayed time and time again during the course. The course itself was very comprehensive, going through all aspects of running a successful affiliate programme. We used the detailed accompanying notes as building blocks for our affiliate programme and reference them to this day. His course greatly helped in achieving a good return on our investment.
>
> **Chris Reid, Casino Affiliate Manager, EasiGames**



Day 1
10:00 - 18:00

Welcome and Introduction

Starting with an introduction, the trainer will outline program goals, and attendees will introduce themselves and voice their expectations for the course.

Session 1: Affiliate Management 101

This module will give you the foundations and facets of each aspect of affiliate management roles, whilst also exploring important relationships that exist with all other departments in your business, and how you can cohesively act together to create a well-oiled affiliate programme:

- Reviewing the day to day roles and requirements of an affiliate manager
- Examining what is required of an affiliate management team and what strategies you can deploy to make it all happen
- Understanding the functions of the affiliate team, and how each of them fit together
- Exploring the different types of affiliates, where to find them and how to segment them

Practical Exercise: Attendees will map out their personal organogram to define the role they play in their company

Session 2: What Makes a Good Affiliate Manager?

In this module you will explore each aspect of the affiliate manager's role and how to adapt individual skills to fit them, identifying where strengths lie and where improvements can be made, to grow overall performance, including:

- Delving into each function of the affiliate manager role and investigating how to blend your individual personality with the skills required for the role
- Learning how to put these lessons into practice

Practical Exercise: Attendees will perform an individual SWOT analysis

Session 3: Successful Fire Fighting - A Guide to Productivity

Building on the previous session, this module will give you the essential tools of time management. Every affiliate manager is aware of the need to 'firefight' and it is often a challenge to find the time to focus on business development in the face of an inferno of enquiries and administrative tasks. Effective firefighting is a delicate art, but once learned and practiced, this module gives you the tools you need to allocate more time to productivity:

- Learning how to 'firefight' in situations that seem to be beyond your control
- Analysing how much time to dedicate to which affiliates
- Understanding the art of proactive and reactive time management, to ensure you spend your time wisely

Practical Exercise: Attendees will create a daily/weekly routine chart

Evening Exercise: During the evening session you will have the opportunity to enjoy a few drinks and spend time with your peers and the trainer, as well as taking the opportunity to try out your negotiation skills on each other, ahead of the second day

Day 2
10:00 - 18:00

Session 1: The 'Art of the Deal'

Following on from the previous evening's session, this module will examine how to effectively negotiate great deals with affiliates, focusing on profitability and sustainable partnerships with your affiliates.

- Learning how to use your own style and personality to sell
- Examining what affiliates are looking for, and how to communicate with them
- Building bespoke and individual sales packs to best suit each affiliate type
- Learning whether a deal is worth the money and what due diligence needs to be carried out on an affiliate before you establish a working relationship

Practical Exercise: Attendees will create a sales pack targeting a randomly assigned affiliate and decide best approach

Session 2: What Happens Next?

Optimising, renewing or ending affiliate campaigns can be tougher than doing the deal itself. However, knowing how to make improvements, or knowing when to stop, is essential to protect budgets and improve affiliate programme ROI.

- Understanding how to know when you should re-negotiate a deal or end it
- Examining how to maintain and manage the relationship with the affiliate
- Outlining the guidelines of networking, meetings and conferences, to get the most out of your face-to-face time
- Identifying fraudulent activity and how to deal with it

Practical Exercise: Attendees will play Blackjack as they decide whether to stick, hit, double down or bust out of hypothetical affiliate deals

Session 3: Personal and Team Development

This final module brings together each aspect of the course to understand what you can do next to implement the tools and techniques into your business, to get the most out of the role.

- Understanding how to draw together all the information covered to suit the company - and you!
- Learning how to make small changes to your or your team's approach to increase productivity
- Identifying how these tools can aid career progression and development

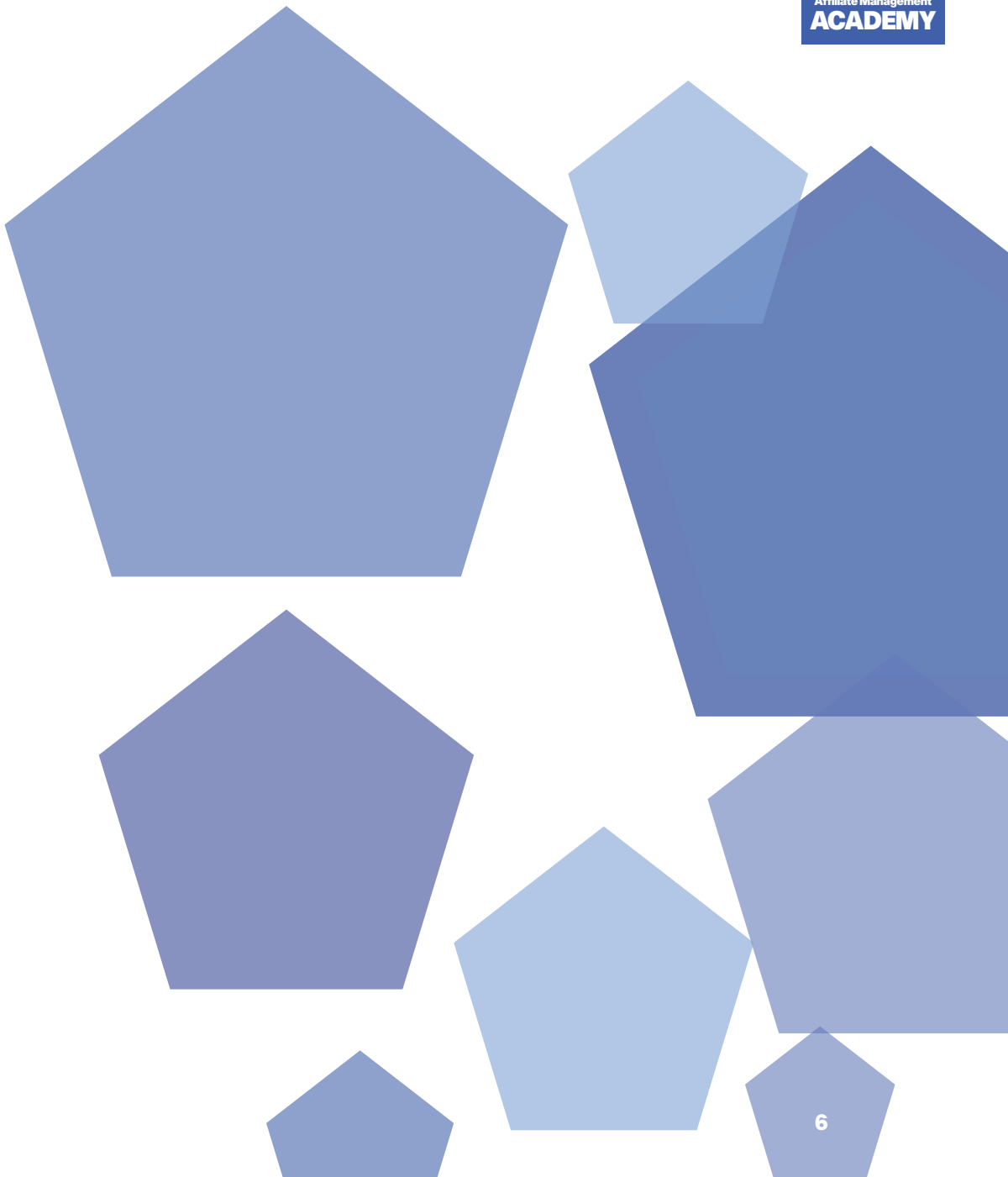
Course Information

Cost per attendee: €2000 + VAT (where applicable)

Fee includes two intensive days of training, Totally Gaming Academy certificate, full set of documentation including additional reading materials, lunch and refreshments.

Bookings of 3 or more delegates from the same company will receive a 10% discount.

Accommodation is not included in the course fee, however if you require assistance in sourcing accommodation please contact elspeth.brown@clarionevents.com for more information.




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www.totallygamingacademy.com