

Balancing VIP/HVC Relationships

This session highlights the crucial role of VIP Account Managers in business sustainability and customer protection. Through interactive workshops, we explore effective communication techniques and best practices to foster healthy customer relationships and prevent harm.

Led by experts with lived experience of gambling harm, this session empowers your team to confidently engage with customers, ensuring long-lasting partnerships and a safer gambling environment.

Learning Objectives

- Reflect on the unique nature of VIP/HVC relationships.
- Understand indicators of harm and risk factors.
- Learn about the human behind the addiction
- Reflect on key account management strategies
- Enhance effective communication with VIPs/HVCs
- Apply learned techniques in complex scenarios

Target Audience

- Gambling-industry colleagues such as:
- VIP / HVC / KAM
- AML / CDD

Duration

- 4 Hours (half day)

Delivery Method

- Online and Face-to-Face

