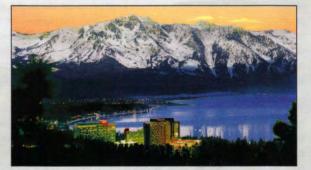


Genergraphics. The art and science of tailoring a marketing message or event to a specific generation.

Not all generations have the same meetings and incentive needs and expectations. An event, activity or menu that appeals to Boomers isn't necessarily going to appeal to Gen-Xers or Echo Boomers. And vice versa. At Harrah's and Harveys Lake Tahoe, we design programs to appeal to our clients' generational affiliation. Whether your group is comprised of Forgottens, Boomers, Gen-Xers, Echo Boomers or any combination of the four, we'll create a program that takes into account the generational mix of your attendees.

Talkin' 'bout your generation.







Call us 800 235 6358 Email Steve Lowe slowe@laketahoe.harrahs.com On the web harrahstahoemeetings.com