



By: Stephen R. Kaplan

*"Build it and they will come, entertain them and they will come back!" ~ SRK*

### **Introduction letter from the author.**

Hello, my name is Stephen Kaplan and I am very happy to be a part of the Bingo Resource Group contributing authors. Having an opportunity to share what I do and what I've learned in the past couple of decades about the importance of the entertainment side of bingo is very exciting for me. It is something I am very passionate about and hope to get you excited (if you aren't already) about too.

My lifelong career has been in entertainment as first a magician, then a game show designer than about 15 years ago a Bingo entertainment designer. I have performed & produced live interactive bingo related productions from nightclubs to private events to bingo gaming facilities to television and encountered every manner of player related to Bingo and learned a lot!

First and foremost I learned I LOVE IT!! If you do not already know the calculated number of how many possible different Bingo card faces there can be in a 75 number game, then please do that now.. it's ok, I'll wait (feel free to Google the answer in necessary) Ok got it?, good... Big number eh (Canadians say "eh" a lot, I am Canadian, you do the math.) Well in my opinion there is just as many ways to entertain bingo as that number... the only thing you need to know is that not all of them work, and never for the same reason. It's the variables that make the difference.

Anyway I digress.

The primary thing I am hoping the reader takes away from these articles is the importance entertainment brings in this day and age. When there are so many gaming entertainment offerings vying for that expendable cash, it is the ones that offer the most fun for the buck that will get their attention!

Remember the experience begins the moment they see your facility!

Try a few samplings of my writing and if you find it helpful (and of course entertaining, my philosophy does not apply to just bingo alone remember) then keep coming back. Especially having them in conjunction with my fellow contributors and the brilliance they are sharing.

You are getting a wealth of everything you need to know to make your facility an amazing bingo experience!

Bingo has gotten boring and the smart facilities are recognizing that and bringing them up to the times AND attracting a whole new audience.

I know what I share can help because I PLAN to change the course of Bingo History. Get to know me and you'll see how. I hope you enjoy my articles and any and all feedback, shared suggestions, input of any kind related to this series are more than welcome!

Bingo players WILL keep changing... Bingo has to too!

Nice to meet everyone who I haven't met yet.

Sincerely,

Stephen R. Kaplan

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