



Far North Coast Zone

Greetings Members, welcome to 2010 and our first meeting/AGM

- Date:** **Wednesday 17 March 2010**
- Venue:** North Coast Institute of TAFE, Cudgen Drive KINGSCLIFF NSW
[Meeting Room DG 27-28 \(near the Library\)](#)
- FREE WORKSHOP:** **9.30am – 11am – “Six ways to success in gaming & dining room design”**
Michael Sadubin, Director, Innersphere – Hospitality & Gaming Design
- Learn to improve your venue from a psychological viewpoint. Consider how Colour, Scent, Lighting, Music, Atmosphere and Comfort affect thinking. Understand how Emotions, Attitude and Senses, (conscious and subconscious) can optimise design layouts and create great experiences for your patrons.
- Meeting:** **11.10am - Meeting**
- Election of Officers:** Positions of President, Vice President, Secretary, Treasurer, Publicity Officer
- Guest Speakers:** To be advised
- Food & Bev:** **Drinks from 12.30pm Lunch from 12.45pm**
- Important Note:** All members are welcome to attend the meeting. However as the TAFE food & bev students & apprentices are preparing and serving the food we have to restrict the luncheon reservations to about 75 persons. Please register early and indicate whether you will attend the meeting only, luncheon only, or both.
Receive 10 ACCM Industry Activity Points upon signing the Members' Register
- R.S.V.P:** Please confirm attendance by Wednesday 10 March to Kingscliff TAFE Christine Tosi tel 02 6674 7242, fax 02 6674 7394 or email Christine.tosi@tafensw.edu.au
- NB:** Club Directors are welcome to attend both the meeting and luncheon

QUICK FAX RSVP KINGSCLIFF TAFE

CMA Far Nth Coast Zone Annual General Meeting Wednesday 17 March 2010

Attention: Christine Tosi – fax 02 6674 7394

- YES I/we will be attending the meeting _____ (insert no)
- NO I/we will NOT be attending the meeting, please send my/our apologies
- YES I/we will be attending lunch _____ (insert no)
- NO I/we will NOT be attending the lunch, please send my/our apologies

Your name(s) _____ Your Club/business _____

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FUTURE DATES:	Wednesday 9 June 2010	Casino RSM
	Tues/Wed 14-15 September 2010	Lismore Workers Club
	Wednesday 8 December 2010	To be confirmed

The venues for the June & September meeting require members' approval at this meeting. The Christmas Party venue will be decided later in the year.

Gordon Rhodes ACCM
Honorary Secretary

The Psychology of Hospitality and Gaming Design

Michael Sadubin, Director, Innersphere – Hospitality & Gaming Design

Michael Sadubin has 25 years experience in design, specialising in hospitality and entertainment design and focused client communications. Through his company, Innersphere, Michael has developed unique design expertise within the hospitality, entertainment and gaming industry.

You will learn how to make improvements to your venue from a psychological viewpoint. How the impact of Colour, Scent, Lighting, Music, Atmosphere and Comfort affects our way of thinking. And how our Emotions, Attitude and Senses, both conscious and subconscious can be utilized to optimise your design layouts and create the best experiences for your patrons.

Michael's presentation will outline how, with the application of research, basic human psychology and business principles, hospitality and gaming environments can be created to make customers feel good, be comfortable and want to come back for more. The correct floor plan, lighting and furnishings can fill a dining or gaming room with excitement and promise – the result is your “profit by design”.

Biography

Michael Sadubin

As principle of Innersphere, Michael Sadubin, is the design director who both inspires and oversees every step. His journey as a designer has been one of creating unique experiences and seeking out adventure. Creating a strong identity and escapism have been his signature trademarks.

Michael Sadubin graduated with a degree of Interior Design from Sydney College of the Arts in 1983. He has since then completed further studies in Counseling, Psychology, Feng Shui and Sacred Geometry. He has lectured Design at Universities and Colleges of Advanced Education in Sydney and Canberra as well as sitting on the Judging Panel for the Illuminating Engineers Society's Annual Lighting Awards. Michael has also traveled extensively, to learn and understand more about his area of passion, 'The Psychology of Gaming Related Environments'.

Michael has extensively studied design psychology in relation to the hospitality and gaming industry. This began back in 1987 on commission to redevelop the interiors of The Mosman Club. He employed his understanding of the psychology of design to great effect in enhancing patron's hospitality experience and has been exploring and applying his knowledge and expertise ever since.

This focus has seen Michael travel world wide, visiting clubs and casinos, gaining insight, consulting and delivering presentations both individually and collaboratively alongside industry leaders including Bill Friedman, author of “Designing Casinos to Dominate the Competition” and manager of the two most profitable casinos in the history of Las Vegas.

He has transformed over 800 projects in registered clubs into entertainment experiences. Size and strict budgets are seldom seen as restrictions on Michael's relentless fervour to create exceptional results.