

# gen·er·graph·ics

Seniors

The Forgottens

Boomers

Gen-Xers

Echo Boomers

- **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.*



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