

**BETTING_{ON}
SPORTS**
BY SBCEVENTS

**ONE WEEK
SIX EVENTS!**

18-21 SEPTEMBER 2018
Olympia London

AN ENTIRE WEEK OF INTERNATIONAL
BETTING & GAMING CONFERENCES AND EXHIBITION

 **2,500**
Delegates

 **140**
Exhibitors

 **250**
Leading Industry
Speakers

**BETTING_{ON}
SPORTS**

18-21 SEPTEMBER 2018
Olympia London

Betting Conference
& Exhibition

CASINOBEATS
♦ ♦ SUMMIT ♦ ♦

19-20 SEPTEMBER 2018
Olympia London

Casino Conference
& Exhibition

ESI LONDON

18-20 SEPTEMBER 2018
Olympia London

Esports Conference
& Exhibition

≡ **SPORTS BETTING** ≡
HALL of FAME

20 SEPTEMBER 2018
Natural History Museum, London

Awards Evening & Party

SBC **SPONSORSHIP**
FORUM

18 SEPTEMBER 2018
Hilton Olympia, London

Sponsorship Conference
– *Invite Only*

AffiliateFEST
by **AFFILIATE INSIDER**

19 SEPTEMBER 2018
Hilton Olympia, London

Affiliate Conference
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AGENDA SPONSORS



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AGENDA PREVIEW

More info @ <https://sbcevents.com/betting-on-sports-2018/>



TUESDAY

11:00 – 21:00 Pre-registration @ [Hilton Olympia](#)
11:00 – 18:00 SBC Sponsorship Forum @ [Hilton Olympia](#)
18:30 – 0:00 Networking Drinks @ Hilton Olympia



WEDNESDAY – CONFERENCE DAY 1

09:00 – 19:00 Exhibition Open (Level 2 & Level 3)
10:15 – 17:30 Sport in Focus (Conference Room 1)
10:15 – 17:30 Betting on Americas (Conference 2)
10:30 – 17:30 Innovation & Technology (Conference Room 3)
10:15 – 17:30 CasinoBeats Summit (Conference Room 4)
10:15 – 17:30 ESI London (Conference Room 5)
09:30 – 17:30 Affiliate FEST ([Hilton Olympia](#))
17:00 – 19:00 Networking Drinks in Exhibition Area
20:00 – 02:00 Official Party ([Altitude 360 & Skyloft](#))



THURSDAY – CONFERENCE DAY 2

09:00 – 17:30 Exhibition Open (Level 2 & Level 3)
10:15 – 17:30 Future of Betting (Conference Room 1)
10:15 – 17:30 Betting on Racing (Conference Room 2)
10:15 – 12:50 Betting on Retail (Conference Room 3)
14:10 – 17:30 Betting on Regulation (Conference Room 3)
10:15 – 17:30 CasinoBeats Summit (Conference Room 4)
10:15 – 17:30 ESI London (Conference Room 5)
18:00 – 20:00 Networking Drinks @ [Hand & Flower Pub](#)
20:30 – 02:00 Hall of Fame Awards & Networking Party
([Natural History Museum](#))



FRIDAY

10:00 – 13:00 Casual Networking & Business Meetings

FURTHER DETAILS

All destinations pertaining to the Betting on Sports conference can be found on the official website or conference app.

IF YOU NEED ANY FURTHER DETAILS PLEASE CONTACT:

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SPORT IN FOCUS CONFERENCE ROOM 1		BETTING ON AMERICAS CONFERENCE ROOM 2	INNOVATION & TECHNOLOGY CONFERENCE ROOM 3
10:15 – 11:00	<p>COMBAT SPORTS – WHY THE FIGHT GAME IS PACKING A PUNCH FOR BETTING OPERATORS</p> <p>The relationship between betting and combat sports has thrived over recent years, with many operators expanding their sponsorship ventures into the fight game. How can these partnerships from the fight game be maximised, and what can be done to increase the sport’s popularity as a betting product?</p> <p>SPEAKERS Tony Kenny, Head of Consumer and Sponsorship PR, William Hill Matt Scarrott, Director of Sportsbook & VIP, BetVictor Erik Bäcklund, Head of Sportsbook, Kindred Group Jess Harding, Boxing Promoter, JBD Sports Agents</p> <p>MODERATOR Jonathan Smith, Founder, Sportsbook Training Services</p>	<p>09:55 – 10:20 BOS TALK TBC</p> <p>10:20 – 11:00 STATE OF THE NATION – WHAT DOES THE SCOTUS JUDGEMENT MEAN IN REAL TERMS?</p> <p>There is still a lot to unpack from the SCOTUS ruling on PASPA, such as what opportunities have opened up, what avenues have closed and what needs to happen now.</p> <p>SPEAKERS Daniel Wallach, Partner, Becker & Poliakoff Robin Roy, Director of Sales: North America, Sportradar George Rover, Managing Partner, Princeton Global Strategies Joseph W. Grad, Founder, Grad Gaming Law</p> <p>MODERATOR Sue Schneider</p>	<p>10:30 – 11:00 EXTREME PERFORMANCE, REAL TIME ADVANCED ANALYTICS, MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE</p> <p>SPEAKERS Jacob Lopez Curciel, CEO, OPTIMA</p>
	11:00 – 11:30 REFRESHMENT BREAK		
	<p>11:30 – 12:00 BULLSEYE – TRANSFORMING FAN ENTHUSIASM FOR DARTS INTO BETTING INTEREST</p> <p>Bookmakers love the spectacle of the darts, but what makes it so appealing for brands and how easy is conversion from sponsorship deals?</p> <p>SPEAKERS Matthew Porter, Chief Executive, PDC</p> <p>MODERATOR</p>	<p>11:30 – 12:10 BOS TALKS TBC</p> <p>SPEAKERS</p> <p>MODERATOR</p>	<p>INNOVATION & TECHNOLOGY TALK</p> <p>SPEAKERS: OtherLevels</p>
12:00 – 12:40	<p>SNOOKER LOOPY – WHY IS THE SPORT SUCH A GOOD FIT FOR BOOKMAKERS?</p> <p>Gambling operators hold an increasingly close relationship with the world of snooker, but why are the two so suited? How can this brand presence be leveraged into making the sport appealing for punters? What needs to be done to ensure an engaging and thriving market is built up moving forward?</p> <p>SPEAKERS Ronnie O’Sullivan, Snooker Legend Hilly Ehrlich, UK CEO, BetCris Keith O’Loughlin, SVP, Sportsbook and Platforms, SG Digital</p> <p>MODERATOR</p>	<p>12:10 – 12:50 REACHING THE PLAYER – WHERE DO AFFILIATES FIT IN?</p> <p>In a new market, where are the opportunities for affiliates? How will state lines be addressed? What lessons have been learned from DFS?</p> <p>SPEAKERS Marc Pedersen, Director, Business Development, Better Collective Tom Galanis, Founder, TAG Media Charles Gillespie, CEO, Gambling.com Group Richard Gale, UK General Manager, Catena Media</p> <p>MODERATOR Paul McNea, Director, iGaming Performance</p>	<p>INNOVATION IN PAYMENTS</p> <p>What are the latest developments in the payments sector? What lessons have been learned from the World Cup? Where are operators lagging behind other industries?</p> <p>SPEAKERS: Chris Smart, Emerchantpay, Senior Vice President, Global Gaming & FX Matthew Harrod, Processing.com, Vice President Paul Marcantonio, Head of UK & Western Europe, Ecommpay.com Jens Bader, Co-Founder, MuchBetter</p> <p>MODERATOR</p>
	12:40 – 14:15 LUNCH & NETWORKING BREAK		
	Continued on next page		

CONFERENCE ROOM 4		ESI WORKSHOPS & DEBATES CONFERENCE ROOM 5 – AUDITORIUM
10:15 – 11:00	<p>LIVE AND KICKING</p> <p>Are future live casino players really expected to purchase costly peripherals, like VR headsets? If not, then what’s next: AR, mo-cap? A look at live casino’s brave new world and the different ways operators are engaging with new audiences.</p> <p>SPEAKERS Helen Walton, Founder, Gamevy Scott Ronan, Head of Technology, Betsson Veiko Krünberg, Managing Director, Olympic Entertainment Group</p> <p>MODERATOR Tony Plaskow, Founder, Pixiu Gaming</p>	<p>10:15 – 11:00 IT’S NOT ALL ABOUT THE PLAYERS – THE INS AND OUTS OF BUILDING AND RUNNING AN ESPORTS TEAM</p> <p>Focus Ideas</p> <ul style="list-style-type: none">• Scouting and Recruitment• Team and player evaluations• Player development• Amenities• Sports science• Practice and downtime scheduling• Event planning and bookings <p>SPEAKERS Patrik Sättermon, Co-owner, Fnatic Jason Lake, CEO, CompLexity Gaming Christian Sørensen, CEO, North Nicolas Maurer, CEO, Team Vitality</p> <p>MODERATOR Anna Baumann, Esports lawyer</p>
	11:00 – 11:30 REFRESHMENT BREAK	
	<p>11:30 – 12:10 CEO PANEL: THE FUTURE OF ONLINE CASINO</p> <p>Cast as sector visionaries, a panel of CEOs discuss the threats and opportunities facing the online casino gaming community.</p> <p>SPEAKERS Itai Zak, CEO, GoWild Gaming Alex Tomic, CEO, SlotsMillion</p> <p>MODERATOR Robin Hutchison, Director, Square in the Air</p>	<p>11:20 – 12:00 UK ESPORTS – IT’S COMING HOME</p> <p>A look behind the scenes at what the UK is currently doing to grow esports locally, and tap into the 5th largest video game market in the world.</p> <p>SPEAKERS Kieran Holmes-Darby, Managing Director, excel Esports Scott Gillingham, UK Gaming & esports Lead, Intel Corporation UK Dom Sacco, Content Director, British Esports Association Ben Greenstone, Private Secretary to the Minister for Digital and the Creative Industries, DCMS</p> <p>MODERATOR Ollie Ring, Campaign Manager, Code Red</p>
12:10 – 12:40	<p>UK TAX HIKE</p> <p>Remote gaming duty is going up, from 15 per cent to perhaps 20 per cent. As the consultation process begins, what are the implications for the UK sector in terms of potential job losses, etc?</p> <p>SPEAKERS Gemma Boore, Associate, Mishcon de Reya Clive Hawkswood, CEO, Remote Gambling Association</p> <p>MODERATOR David Clifton, Director, Clifton Davies</p>	<p>12:05 – 12:50 FRANCHISED LEAGUES IN ESPORTS, YAY OR NAY?</p> <p>The open versus closed debate. Are franchised leagues beneficial to the esports ecosystem as a whole right now? What are the pros and cons? Or is the open system a better option for the Many?</p> <p>SPEAKERS Michal “CARMAC” Blicharz, VP Pro Gaming, ESL Tomi Kovanen, GM CS:GO and Business Development, Immortals LLC</p> <p>MODERATOR Ian Smith, Commissioner, ESIC</p>
	12:40 – 14:10 LUNCH & NETWORKING BREAK	
	Continued on next page	



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SPORT IN FOCUS CONFERENCE ROOM 1		BETTING ON AMERICAS CONFERENCE ROOM 2	INNOVATION & TECHNOLOGY CONFERENCE ROOM 3
14:15 – 14:45	BOS TALK Betting on Golf: How the PGA TOUR is Driving into the Future The PGA TOUR, the leading golf organization in the world, will present an overview of betting on golf. The presentation will cover, among other topics, the PGA TOUR's Integrity Program, its ShotLink data collection system and opportunities for data distribution for sports betting, and its efforts to develop a best-in-class regulatory system for sports betting in the United States. SPEAKER Len Brown , Chief Legal Officer, PGA TOUR Inc	14:00 - 14:45 TRIGGERED – INDUSTRY GEARS UP FOR FURTHER M&A The repeal of PASPA and further European-wide regulations, have triggered a subsequent round of mass industry M&A activity. With established operators seeking to expand businesses and operations in new markets, has the industry's M&A agenda been pushed to a global scale? SPEAKERS Anton Kaszubowski , Founder, Greenlaw Limited Ben Whitelock , Partner, Wiggin David Shapton , Partner, Akur Capital David Henwood , Director, H2 Gambling Capital MODERATOR Scott Longley , Director, Clear Concise Media	14:00 - 14:30 INNOVATION & TECHNOLOGY TALK SPEAKERS Digitonic
	14:45 – 15:30 GETTING SET: IS TENNIS THE ULTIMATE LIVE BETTING SPORT? Both tennis codes are as competitive as they have ever been, but can the sport remain as popular with punters outside of the main tournaments? Has live betting transformed how operators look at tennis? Are data feeds fast enough to keep up with the action? Where are the integrity issues and can they be dealt with more efficiently than the Independent Review Panel's suggestion of restricting live data? SPEAKERS Simon Schleich , Managing Director, elmotion Neil Roarty , Head of Betting Publishing, Catena Media Colin McDonagh , Sales Director, Sporting Solutions Vladimir Dratsjov , Head of Sportsbook, Olympic Entertainment Group David Lampitt , Managing Director Group Operations, Sportradar MODERATOR Chris Duncan , Advisor & Investor, Oddslife, Co-founder Betsson	15:00 - 15:30 FEEDING FRENZY – WHAT OPPORTUNITIES WILL THERE BE FOR OPERATORS? Companies have been jostling for position in the US market for some time, but which ones have hit the jackpot? Where will the true opportunities manifest themselves? SPEAKERS Benjie Cherniak , President & CEO, Don Best Sports Keith O'Loughlin , SVP, Sportsbook and Platforms, SG Digital Michael Brady , Co-Founder, Bede Gaming Kresimir Spajic , SVP Online Gaming, Hard Rock International MODERATOR David Sargeant , CEO, Igaming Ideas	14:30 - 15:00 DATA & INTEGRITY SESSION SPEAKERS Perform MODERATOR 15:00 - 15:30 GDPR SESSION SPEAKERS MODERATOR
15:30 – 16:00 REFRESHMENT BREAK			

CONFERENCE ROOM 4		ESI WORKSHOPS & DEBATES CONFERENCE ROOM 5 – AUDITORIUM
14:10 – 15:00	WITH GREAT POWER COMES GREAT RESPONSIBILITY The sector is criticised as taking a tokenistic approach to managing problem gamblers. Can and should the gaming industry do more? SPEAKERS Dr Guy Bohane , NCF's ACE panel Graham Weir , Group Director of Responsible Gambling, Ladbrokes Coral Anna Hemmings , CEO, GamCare Daniela Johansson , Chief Responsibility Officer and Deputy CEO, Paf MODERATOR	14:00 – 14:40 BUILDING A BRAND IN ESPORTS Learn how industry experts have kicked off, built and grown their brand in esports, both from investment and/or their own pockets. Hear their personal stories of blood, sweat, tears and triumph. Understand the thought process behind designing the logo, merch and how they went to market. How does data come into it, and which partnerships should one sign? Finally, become better versed in the story-telling, production, social media management and monetisation of esports specific content. SPEAKERS Daniel Herz , CFO, CompLexity Gaming Johnny Kutnowski , Product Manager Esports and Emerging Products, Blinkfire Analytics Alex Dreyfus , CEO, ChiliZ MODERATOR Mark Reed , Director, Heaven Media
	15:00 – 15:30 GENDER EQUALITY IN ONLINE GAMING How does the sector address gender stereotypes in gaming? What are the consequences of the way some games and companies depict women? SPEAKERS Tina Thakor-Rankin , Co-Founder, All-In Diversity Ewa Kazmierska , COO, TWIN MODERATOR	14:45 – 15:30 LEAGUE AND EVENT OPERATIONS – THE UNSUNG HEROES OF ESPORTS Ever wondered what it takes to put on an event in a stadium tailored to the esports crowd, from scouting, to risk assessment, to set design, logistics, build up and teardown, with all the technology behind the scenes? How about funding a league, building a tournament structure, a rule book, enforcing the correct scheduling and anti cheating and doping charters. Find out all this and more. SPEAKERS Nikita Buffee , Business Development, ELC Gaming MODERATOR Gina Theresa , Code Red Esports
15:30 – 16:00 REFRESHMENT BREAK		15:30 – 16:00 REFRESHMENT BREAK



SPORT IN FOCUS CONFERENCE ROOM 1		BETTING ON AMERICAS CONFERENCE ROOM 2	INNOVATION & TECHNOLOGY CONFERENCE ROOM 3
16:00 – 16:45	<p>HARNESSING THE CONTINUAL GROWTH OF BASKETBALL</p> <p>With the sport of basketball challenging other more established sports in popularity with punters, what are bookmakers doing to tap into the market?</p> <p>SPEAKERS Thanos Rigas, Trading Director, OPAP Pablo Ortiz, Commercial Director, Baskonia Alavés Group Aristeidis Christopoulos, Commercial Director, Panathinaikos B.C. Marco Blume, Trading Director, Pinnacle Sam Hill, Business Development Director, Genius</p> <p>MODERATOR Philip Canavan, Director, SEM Global</p>	<p>HOLDING INTEGRITY – HOW IS THE MARKET PROTECTING ITSELF AND THE SPORTS IT DEALS WITH?</p> <p>PASPA has always been a wall between sports and the betting industry, but what now? The DFS operators broke down some barriers, but how will co-operation look in the future?</p> <p>SPEAKERS Jake Marsh, Head of Integrity Operations, Perform Group Kevin Carpenter, Special Counsel, Genius Sports Ludovico Calvi, President, GLMS – Global Lottery Monitoring System</p> <p>MODERATOR</p>	<p>16:00 – 16:30 GAMIFY MY SPORTSBOOK</p> <p>The sportsbook interface has long been criticised for being functional rather than fun. But with increasing regulatory pressure on marketing, can a new approach help not just CRM but also improve organic customer acquisition in a homogenised sector?</p> <p>SPEAKERS Alex Kahn, CMO, BetBright David Knight, Group Business Director, Oddslife George Athanasopoulos, CEO, Novibet Sadok Kohen, CEO, BetBull</p> <p>MODERATOR</p>
	<p>16:45 – 17:30 PUSHING BOUNDARIES – TACKLING CRICKET’S INTEGRITY ISSUES</p> <p>A sport with statistics at its very heart should be a perfect partner for betting brands, but the spectre of fixing remains. What is being done to reassure stakeholders? What impact has the explosion of 20:20 matches had on betting markets? Can the fantasy model engage players across the season?</p> <p>SPEAKERS Darren Colebrook, Head of SBAT, Catena Media Martin Sack, Group Manager, Sunbet.co.za Chris Bowler, Sportsbook Director, Adjarabet Joakim Renman, Commercial Director, Scout Gaming Group</p> <p>MODERATOR</p>		

CONFERENCE ROOM 4		ESI WORKSHOPS & DEBATES CONFERENCE ROOM 5 – AUDITORIUM	
16:00 – 16:45	<p>SLOTS: OLD DOG, NEW TRICKS</p> <p>Keeping the slot genre alive through new features, social extensions and gamification. Are players sick of new skins for old mechanics? Do they even care about blockbuster IP?</p> <p>SPEAKERS Simon Collins, Founder, Gaming Realms Melvin Ritsema, CMO, Royal Panda Michael Pedersen, CEO, Letsbet.com Magnus Olsson, Play’n GO, Sales Director</p> <p>MODERATOR Tobias Svensen, Head of Operations, Casino Grounds</p>	16:00 – 16:30	<p>NEW AGE RACONTEUR – DATA DRIVEN STORYTELLING</p> <p>SPEAKERS</p> <p>MODERATOR</p>
	<p>16:45 – 17:30 BLOCKCHAIN ROADBLOCK</p> <p>It’s not just currencies. The online casino of the future will use blockchain technology for ID verification, banking and much more. Are we ready to stop talking about it and get on with it?</p> <p>SPEAKERS Brian Donegan, Head of Operations, Fintech & Digital Development, IoM government Adriaan Brink, CEO, Better Betting Jez San, CEO and Founder, Funfair.io</p> <p>MODERATOR</p>		<p>16:35 – 17:15 FORCE OR FOSTER? HOW DO YOU DEFINE, AND DEVELOP AN ESPORTS TITLE?</p> <p>Exactly what are the ingredients of an esports title? What makes one an esports, and not another? Once that’s clearly outlined, how do you create one? It’s said it’s all about the community, but what are the steps to fast-tracking one for your game? Game studios of all shapes and sizes discuss this.</p> <p>SPEAKERS Chris Murphy, Associate Producer, Square Enix Collective Alexandre Grimonpoint, PLayer Engagement Director, Hi-Rez Studios Deborah Mensah-Bonsu, Community Manager, Space Ape Games</p> <p>MODERATOR</p>

NETWORKING DRINKS

- 17:00-19:00 Networking Drinks
- 18:30-22:00 C-level & Affiliate Dinners @ Skyloft (Millbank Tower)

OFFICIAL NETWORKING PARTY

- 20:00-02:00 Official Networking Party @ Altitude 360 (Millbank Tower)
- sponsored by HiPay



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FUTURE OF BETTING CONFERENCE ROOM 1		BETTING ON RACING CONFERENCE ROOM 2		BETTING ON RETAIL CONFERENCE ROOM 3	
10:15 – 11:00	<p>CROWD DYNAMICS – HARNESSING AUDIENCE DISRUPTION? Is audience disruption and disengagement, the betting sector’s biggest future challenge? As consumers seek multi-screen interaction with sports content, how should industry stakeholders adjust to new consumer trends and the realities facing their legacy media partners? Does betting understand its future audience, and how the sports media landscape has been disrupted?</p> <p>SPEAKERS Nick Speakman, Founder & Head of SPORF, 2018 Sports Dwyer McCaughley, CEO, Setanta Sports Gregory Owens, Head of Large Media, Twitter Europe Finbar O’Mahony, Head of Real Money Gaming, Facebook</p> <p>MODERATOR</p>	<p>THE GIVE AND TAKE AROUND THE FUNDING OF RACING Levy payments, domestic media rights, international media rights, sponsorship, pitch fees - there are a myriad of ways that the betting industry funds horseracing. But is the sport pricing itself out of contention?</p> <p>SPEAKERS Bill Barber, Racing Post Warwick Bartlett, CEO, GBGC Will Lambe, Director, BHA Jon Thompson, Trading Consultant & Racehorse Owner</p> <p>MODERATOR David Zeffman, Partner, CMS CMNO</p>		<p>AUTOMATIC FOR THE PEOPLE – WHAT WILL THE BETTING SHOP OF THE FUTURE LOOK LIKE? How does the omni-channel ambition work in practice? Is anonymous betting fast becoming a thing of the past?</p> <p>SPEAKERS Marco Castaldo, CEO, Microgame Dusan Zuza, CMO, Superbet Steen Madsen, Head of Sportsbetting and Game Management, Nederlandse Loterij Jens Nielsen, Head of Sportsbook, Danske Spil</p> <p>MODERATOR</p>	
	11:00 – 11:30 REFRESHMENT BREAK				
11:30 – 12:00	<p>BOS TALKS THE ART OF FAILURE IN SPORTSBOOK BUSINESS A look at how betting companies adapt to constantly changing circumstances and learn from costly mistakes made when dealing with IT, marketing and day to day operations.</p> <p>SPEAKERS Sergei Portnov, CEO, Parimatch</p>	<p>BOS TALKS The future landscape of UK pools betting How has the end of the monopoly licence on pari-mutuel horseracing opened the door for more competition and more innovation.</p> <p>SPEAKER</p>		<p>PRESENTATION Social responsibility in a retail environment How can bookmakers make their operations effective in how they deal with problem gambling?</p> <p>SPEAKERS Gilian Wilmot, Chair, Senet Group</p>	
12:05 – 12:50	<p>THE BIG RETHINK... INDUSTRY TALENT RESOURCE & DEVELOPMENT As industry governance and investors place a higher emphasis on developing technology assets, can betting stakeholders compete and develop talent within a global marketplace? To date, has the sector created a dynamic working environment to develop and nurture its employees, or does leadership need to rethink its talent development value chain and propositions?</p> <p>SPEAKERS Britt Boeskov, CPO, Kindred Group Niels Erik Folmann, CEO, Danske Spil Petra Zackrisson, Former VP Corporate Development, Betsson AB</p> <p>MODERATOR Kelly Kehn, Principle Consultant, Kelly A Kehn Consulting</p>	<p>SNAPSHOT – HORSERACING AROUND THE WORLD The 24/7 service provided by operators online opens the door for horseracing from around the world. But what are the differences in the regional sport and how do you break down the barriers to pari-mutuel betting and commingling?</p> <p>SPEAKERS Filippos Antonopoulos, CEO, Vermantia Jari Vähänen, Senior Vice President, Veikkaus Ed Comins, Managing Director, Webis Holdings Plc</p> <p>MODERATOR</p>		<p>NEW REALITY – ADAPTING TO THE POST-FOBT LANDSCAPE With the FOBT stake level being drastically reduced, what options are there for UK LBOs to replace that income? Will B3 profile games take the strain. What is in the pipeline?</p> <p>SPEAKERS Howard Chisholm, MD, Chisholm Bookmakers Paul Leyland, Partner, Regulus Partners</p> <p>MODERATOR</p>	

Continued on next page

CONFERENCE ROOM 4		BETTING ON ESPORTS CONFERENCE ROOM 5 – AUDITORIUM	
10:15 – 11:00	BRAVE NEW WORLD: CASINO, BETTING AND NEW MARKETS The repeal of PASPA in the US means a land-grab for gaming’s new real estate. As distinctions between casino and betting verticals continue to blur in established markets, what does this mean for casino brands in the US? SPEAKERS Christian Maglia , CCO, WeAreCasino Ismail Vali , Senior Consultant, iGaming Leaders MODERATOR	10:15 – 11:00	PARTNER UP – NINJAS IN PYJAMAS AND BETWAY A dual presentation between NiP and Betway When it comes to partnerships between bookmakers and esports orgs, the longest lasting and most prominent is undoubtedly that between Betway and NiP. From getting CS:GO and football pros to compete against one another in their own favoured pasttimes, to plenty more mischief and memes, this partnership is one which has been ‘activated’ ever so well. Find out all about it here. SPEAKERS Adam Savinson , Head of Esports, Betway Group Hicham Chahine , CEO, Ninjas in Pyjamas
	11:00 – 11:30 REFRESHMENT BREAK		11:00 – 11:20 REFRESHMENT BREAK
11:30 – 12:00	FANTASY OR NIGHTMARE? THE FINE LINE OF SLOTS PROMOTION In the UK, operators are frequently being censured for how they promote slots, specifically those with fantasy, superhero or cartoon theming. How is the best way to promote these slots without contravening marketing rules? SPEAKERS Andy Taylor , Regulatory Policy Executive, CAP/ASA MODERATOR	11:20 – 12:00	BLOCKCHAIN AND ESPORTS – MORE THAN A BUZZWORD? Blockchain and esports – what’s next? There is no denying that both esports and blockchain are two extremely hyped buzzwords right now, but what is next? Hear from some of the key players in the industry on how they look at the future and how the alliance between the two entities will shape up going forward. SPEAKERS Rahul Sood , CEO, Unikrn Benjamin Robson , Business Development, GamerToken MODERATOR Mark McGuinness , CMO, BetOlimp
	12:00 – 12:40		12:05 – 12:50
12:00 – 12:40	THE CHANGING AFFILIATE LANDSCAPE Are affiliates still as valuable to operators in a post ASA rulings/GDPR world? Is the punter tired of opening offers, don’t they see through them now? SPEAKERS Nikola Teofilovic , General Manager, AskGambler Gavin Walters , Director of Business Development, Gambling.com Group Ian Sims , Founder and MD, Rightlander MODERATOR Lee-Ann Johnstone , Founder & CEO, Affiliate Insider	12:05 – 12:50	CASINOS, IT’S TIME TO TURN TO VIDEO GAMES The age of Slots is over, the time for Video Games has come. The aging demographic of those betting on casino floors poses a problem for these venues, but a solution is at hand. Bringing video games, and more specifically bringing esports along for the ride, into casinos is a no brainer. The more precise Hows, Whos and Whys are the stumbling blocks. This will explore the answers to these questions. SPEAKERS Dr. Brett Abarbanel , Director of Research, International Gaming Institute, University of Las Vegas Callum Scott , Events & Entertainment Project Manager, Rank Group MODERATOR
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AGENDA SPONSORS



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FUTURE OF BETTING CONFERENCE ROOM 1		BETTING ON RACING CONFERENCE ROOM 2		BETTING ON REGULATION CONFERENCE ROOM 3	
12:50 – 14:10 LUNCH & NETWORKING BREAK					
14:10 – 14:50	BOS TALKS DraftKing’s vision for the future –fireside chat The leading DFS operator has shown its hand and committed to entering the sports betting market. CEO Jason Robins will discuss his firm’s plans. SPEAKERS Jason Robins, CEO, DraftKings	APPEAL PROCESS – IS HORSERACING TOO ELITIST? What is racing doing to attract a wider audience? Does the ‘product’ need simplifying or explaining better? What does racing have to do to attract new and sustainable audiences on course? SPEAKERS Simon Fraser, Head of International Racing, SIS Ed Nicholson, Head of Sponsorship, Kindred Group Russell Yershon, UK Country Manager, Energybet William Woodhams, CEO, Fitzdares MODERATOR Bruce Millington, Editor, Racing Post	SOCIAL RESPONSIBILITY; WHAT STANDARDS ARE EXPECTED AND WHAT ARE ACHIEVABLE? Can the industry regulate itself or does it need a regulator’s oversight? What are the advantages of reaching beyond minimum standards required on social responsibility? What measures are the most effective? Is 100% successful self exclusion even possible? SPEAKERS Fiona Palmer, CEO, GamStop Anna Hemmings, CEO, GamCare Gary Pine, CPO, W2 Global Data MODERATOR	COINING IT IN – HOW CAN OPERATORS USE CRYPTO CURRENCIES WITHIN DIFFERENT REGULATORY FRAMEWORKS? With crypto currencies becoming more commonplace, but in many places regulations struggling to keep up, what options are open to operators without impacting their compliance? SPEAKERS Archie Watt, CFO, Luckbox Jan Rehola, Partner, PS Legal Joe McCallum, Director of Sportsbook, Sportsbet.io Adriaan Brink, CEO, Better Betting MODERATOR	CEO PANEL – THE SUSTAINABILITY DYNAMIC As jurisdictions regulate and create mature market conditions, the industry’s leadership faces increasing demands to develop and maintain sustainable gambling frameworks for all concerned stakeholders (investors, employees, consumers, and the government). What have industry leaders learnt from the sector’s M&A phase, and what new corporate values and dynamics have to be developed if sustainability is to be truly achieved? SPEAKERS Jesper Svensson, CEO, Betsson Group George Daskalakis, Founder & CEO, Stoiximan & Betano Per Widerstrom, CEO, Fortuna Group Anthony Werkman, CEO, Betway Group Richard Flint, CEO, Sky Betting & Gaming MODERATOR
14:50 – 15:40					
15:40 – 16:00 REFRESHMENT BREAK					

CONFERENCE ROOM 4		BETTING ON ESPORTS CONFERENCE ROOM 5 – AUDITORIUM	
12:40 – 14:15 LUNCH & NETWORKING BREAK		12:50 – 14:00 LUNCH & NETWORKING BREAK	
14:10 – 14:45	TAKING LIVE FORWARD How LeoVegas is using innovation to push forward the live casino product and provide a more immersive and entertaining product to the marketplace. SPEAKER Karolina Pelc, Casino Director, LeoVegas MODERATOR	14:00 – 14:40	BUILDING THE BETTING PRODUCT ESPORTS FANS WANT Are current betting products too limited for esports consumers? Esports as an industry prides itself on tailor-made content and innovative ways of bridging the engagement between provider and consumer. Are betting providers building the products esports fans want, and the products they need or are the fundamental best practices and tools still too limiting to allow for better engagement from the esports community? SPEAKERS Lars Lien, CEO, Luckbox Suraj Gosai, CEO, BlinkPool Benjamin Bradtke, Co-Founder and MD, Esportsbetting.com MODERATOR
14:45 – 15:30	THE CROSS-SELL OPPORTUNITY Slots brands are outgrowing the vertical and migrating to live and table games products. Are these native gaming brands the key to a bright future? SPEAKERS Stian Hornsletten, CEO CasinoEngine, EveryMatrix Norbert Mathies, CEO, Spinmatic MODERATOR Mark McGuinness, CMO, BetOlimp	14:45 – 15:30	DATA – THE KEY TO A SUCCESSFUL ESPORTS BETTING PRODUCT In every betting product data is key to success, but in esports where the games are patched several times a month, where rosters change with little warning and new products are coming regularly it is absolutely essential. Learn from the data providers how they look at this ever changing environment and how they tackle the everyday challenges that the esports industry are throwing at them. SPEAKERS Oskar Froberg, CEO, Abios Mario Ovcharov, CEO, UltraPlay Flavien Guillocheau, CEO, PandaScore MODERATOR
15:30 – 16:00 REFRESHMENT BREAK		15:30 – 16:00 REFRESHMENT BREAK	



AGENDA SPONSORS



FUTURE OF BETTING CONFERENCE ROOM 1		BETTING ON RACING CONFERENCE ROOM 2	BETTING ON REGULATION CONFERENCE ROOM 3
16:00 – 16:45	<p>SUPPLIER LEADERS PANEL – NAVIGATING A CHANGING ENVIRONMENT</p> <p>Operators are dependent on their suppliers to be compliant with a myriad of local regulations – but how difficult is it to meet such diverse requirements? Do suppliers now need a strong local offer for each jurisdiction or is betting such a universal language that an industry standard offer is more cost-effective? And where next for a shrinking dotcom market?</p> <p>SPEAKERS Dinos Stranomitis, COO, Altenar Suren Khachatryan, CEO, Digitain</p> <p>MODERATOR</p>	<p>NEW BREED – CAN GREYHOUND RACING APPEAL TO A MILLENNIAL AUDIENCE?</p> <p>Greyhound racing still holds a place in the national psyche, but with the numbers of stadia on the decline, how can the sport connect with the latest generation and beyond?</p> <p>SPEAKERS Ben Keith, CEO, Star Sports Simon Banks, Media and Communications Officer, Greyhound Board Great Britain Ron Hearn, Betting Shop Manager of the Year, JenningsBet Alex Donohue, Founder, Alex Donohue Public Relations</p> <p>MODERATOR Jonathan Hobbs, Greyhound Journalist</p>	<p>ARE REGULATORS THE BIGGEST THREAT TO THE INDUSTRY?</p> <p>How can the industry protect itself against the unintended consequences of regulatory creep? Can high compliance costs undermine a regulator’s aims? How can the industry educate around suitable taxation regimes?</p> <p>SPEAKERS Bill Mummery, Executive Director, SBOBET Marcus Brennan, CEO, BetBright Steve Donoughue, Consultant, Gambling Consultancy George Rover, Managing Partner, Princeton Global Strategies</p> <p>MODERATOR</p>
	<p>EXPERIENCE COUNTS – THE HALL OF FAME PANEL</p> <p>An interactive session featuring members of the SBC Sports Betting Hall of Fame and the experiences they have had during their time in the industry.</p> <p>SPEAKERS Constantinos Antonopoulos, Vice Chairman, Intralot Mark Blandford, Founder, Sportingbet Paris Smith, CEO, Pinnacle Fabio Schiavolin, CEO, Snaitech</p> <p>MODERATOR Sue Schneider</p>		

CONFERENCE ROOM 4		BETTING ON ESPORTS CONFERENCE ROOM 5 – AUDITORIUM
16:00 – 16:45	<p>THE FUTURE PLAYER: RETENTION & PROMOTION</p> <p>Player retention/promotions – how to target and keep millennials and players who’ve never been to a casino? Should the industry give up on VIPs and chase casual players instead?</p> <p>SPEAKERS Martin Calvert, Marketing director, Blueclaw Phil Parry, CEO, iforium Sam Hobcraft, Founder, Omnia Casino Shahar Attias, Hybrid Interaction</p> <p>MODERATOR James Bennett, Director, Square in the Air</p>	<p>DO LOOT CRATES CONSTITUTE GAMBLING?</p> <p>Just how far can we stretch the term ‘gambling’? With loot crates, (or loot boxes, or whichever term you prefer) now a game developer monetisation favourite, they have become a hot potato for both the mainstream media and now regulators alike in recent times.</p> <p>SPEAKERS</p> <p>MODERATOR Dr. Brett Abarbanel, Director of Research, International Gaming Institute, University of Las Vegas</p>
	<p>SESSION IS BEING HELD IN BETTING ON SPORTS – CONFERENCE ROOM 1</p> <p>EXPERIENCE COUNTS – THE HALL OF FAME PANEL</p> <p>An interactive session featuring members of the SBC Sports Betting Hall of Fame and the experiences they have had during their time in the industry.</p> <p>SPEAKERS Constantinos Antonopoulos, Vice Chairman, Intralot Mark Blandford, Founder, Sportingbet Paris Smith, CEO, Pinnacle Fabio Schiavolin, CEO, Snaitech</p> <p>MODERATOR Sue Schneider</p>	<p>AMERICA, LAND OF THE FREE AND HOME OF ESPORTS OPPORTUNITY</p> <p>In this post-PASPA world, the US is now opening itself up bit by bit to regulated sports betting, likely to include esports in many instances. The US is a huge esports market, with an industry that is generally more established than in Europe. Learn about the opportunities here, the potential new betting markets with esports, their intricacies, and how to approach them, from those in the know.</p> <p>SPEAKERS Zachary Smith, CEO, MoneyMatches</p> <p>MODERATOR</p>

NETWORKING DRINKS

17:00-20:30 Networking Drinks @ Hand & Flower Pub

OFFICIAL NETWORKING PARTY

20:30-02:00 Hall of Fame Awards & Networking Party @ Natural History Museum