

Monday 9 September

09.00 Registration and refreshments

09.30 Welcome from the Chair

Tom Washington, Head of Content, eGaming Review

09.35 The big picture

Expert insight on the US economic environment and what it means for online gaming, as well as data on the current gaming market and projections for the future.

10.15 Show me the money

Our expert panel looks at how to maximise revenue in the current market, what opportunities exist for your business and where the real money is being made.

11.00 Refreshment break

11.30 A mobile future

Smartphones and tablets are revolutionising online gaming. Find out what the next wave of technology means for your business and how the consumer is changing.

12.15 CEO panel: A converging sector

CEOs from the social, land-based and real money sectors discuss convergence and the future of the online gaming sector in North America. Will the land-based brands dominate social as well as RMG?

13.00 Lunch

14.30 Roundtable discussions

14.30 – 15.15 eGR NA roundtables

1. Know your customer: Harnessing data analytics
2. Inter-state gaming: Challenges and opportunities
3. Building a successful online gaming partnership

SCi roundtables

1. The secrets of making a winning game
2. Localisation and new markets
3. Freemium monetisation strategies

15.15 – 16.00 eGR NA roundtables

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16.00 Check-in

18.00 Californian wine tasting

19.00 Drinks reception

19.30 Dinner

21.00 Bar and poker tournament

Tuesday 10 September

08.30 Breakfast and check-out

10.00 The great regulation debate

Should social gaming be regulated? Where next for federal regulation? Are bad actor clauses bad for business? Our panel addresses the hot issues.

10.45 Getting real

Expert insight on what it takes to go live for real money in the regulated US market.

11.30 Fireside chat

A leading figure from the North American gaming market discusses the future of the sector in an intimate one-on-one interview with eGR editor Tom Washington.

12.15 Close from the Chair

Tom Washington, Head of Content, eGaming Review

12.20 Farewell lunch and close of event