



International Casino Conference

Finding Your Foothold In the Future Entertainment Industry

All Day: Monday 6th February 2017, The Hippodrome, London

08.00 Registration opens

08.45 Industry Hot seat: finding your foothold in the future entertainment industry

Felix Rappaport, President & CEO, **Foxwoods Resort Casino**

09.15 Talk from Per Jaldung, Chairman, European Casino Association

09.30 Chair's opening comments

09.45 Talking heads: casino projects from around the world – Europe

Traditionally we have not seen the IR model in Europe, However new jurisdictions such as Cyprus are presenting a significant ICR proposition to Europe. This talking head session will focus on the ICR outlook for Europe, the potential effect brexit will have on the European casino market and the potential implications of Russia's plans for Sochi.

Moderated by: **Rob Heller**, CEO & Co-founder, **Spectrum Gaming**

Nelson Parker, Senior Vice President, Casino Development, **Hard Rock International**

Alan Feldman, Executive Vice President, **MGM Resorts**

Thomas Granite, Senior Vice President, **Jefferies & Co**

Mike Rothwell, Managing Director, **Caesars, EMEA**

11.00 Morning networking

11.30 Talking heads: creating a casino ready for current and future generations

Creating a fully integrated plan to capture the attention of the generation X is essential to retain market share in the entertainment industry. During this talking heads we will discuss how to utilise new gaming channels such as eSports and daily fantasy sports and monetise them in a casino setting.

Moderated by: **Oliver Lovat**, CEO, **Denstone Group** **Corey Padveen**, Partner, **t2Marketing**

Simon Thomas, CEO, **The Hippodrome Casino**

Matt Grech –Smith, CEO & Founder, **Swingers**

Erwin van Lambaart, CEO, **Casinos Holland**

Martin McDonald, Chief Exploration Officer, **Parallel66**

12.30 Lunch

13.45 **World Regulatory Café**

Questions 1: What are the macro implications of the AML amendments?

Questions 2: What is the actual size and value of the illegal markets and the on going impact on the regulated industry?

- Current value & size
- Forcing out illegal activity
- Pan-European initiatives to combat illegal market activity

Questions 3: How do we create regulatory sustainability?

- The commercial effect of a disbanding of Europe on the casino
- Benchmarking efficient regulatory frameworks
- Different regulatory frameworks to support land-based to online

- Question 4: De-Coding the regulatory scenarios and challenges of storing and managing data

Phillipe Vlaeminck, Managing Partner, **Pharumlegal**

Harrie Temmink, Deputy Head of Unit, **European Commission**

Marja Appelman, Director, **Dutch Gambling Authority**

Peter Naessens, Director, **Belgium Gaming Commission**

Madis Jagger, CEO, **Olympic Casinos**

15.15 **Afternoon break**

15.45 Industry Update:

Geoff Freeman, President, **American Gaming Association**

16.10 **Talking heads: casino projects from around the world – Asia Focus**

What is the future expansion outlook within the Asian markets and what impact will emerging jurisdictions such as Japan have on the IR financing model. This talking heads session will take a futurist look at the international IR market in these regions.

Moderated by: **Fredric Gushin**, Managing Director, **Spectrum Gaming Group**

Saverio Scheri, President & CEO, **White Sands Gaming**

Paul Bromberg, Chief Executive Officer, **Spectrum Gaming**

Charlie Choi, Chairman, **Macau Gaming Information Association**

17.00 **Industry update from AGEM:** Rolling out social responsibility and responsible gambling throughout the industry

Connie Jones, Director, Responsible Gambling, **AGEM**

17.30 **Happy Hour!**

After a hard day's conferencing, we kick off Happy Hour with a casino tour around the Hippodrome, followed by networking and a drinks reception. For those attending the WRA reception, coaches will be leaving at 6.30pm



Cross-Platform & Multi-Channel Gaming

Be where your customer is

All Day: Tuesday, 7 February 2017, London, ExCeL

08:00 Registration opens

ACT I - HEADLINERS

Shared Plenary session for ALL delegates

08:45 **Clarion Events and Chair's opening remarks**
Sabinije von Gaffke, Global Communicator – Moderator - TV Presenter - Producer

09:00 **Digital Disruption in Retail – Disrupt or be disrupted!**
E-commerce heavyweight Brian McBride will share some inspirational insights into embracing change and digital transformation. He will also look at the importance of understanding customer behaviour, marketing to a new breed customer across devices and being data driven, as well as the implications of social media and how to transform traditional business culture into an environment ready to compete intelligently in the e-commerce world.
Brian McBride, Chairman, ASOS, Former CEO, Amazon.co.uk

09:20 **Fireside Chat – an e-commerce giant and a gaming industry pioneer talk shop**
In this fascinating session Brian McBride will be joined by gaming industry heavyweight, former CEO of William Hill, Ralph Topping. We'll ask Ralph how about the gaming industry since his first days as a Saturday worker in Glasgow, and how the industry has evolved; who was the most interesting person he has ever taken a bet from and what were the most challenging moments of his career. We'll ask Brian about consolidation in more mature industries and what it can mean for customer experience and innovation. We'll hear about the passions that drive these two industry giants and how two Glasgow boys from humble beginnings, rose to the very pinnacle of their careers.
Ralph Topping, Former CEO, William Hill
Brian McBride, Chairman, ASOS, Former CEO, Amazon.co.uk

10:15 Coffee and refreshment break

ACT II – CROSS-PLATFORM & MULTI-CHANNEL GAMING THEATRE

Delegates break off into individual tracks

11:00 **Morning chaired by Karolina Pelc, Head of Casino, LeoVegas Mobile Gaming Group**

11:05 **Customer Experience Hotseat – strategising for the great battleground of personalisation across devices**
*Customer experience has come a long way since the days of simply stepping into your local bookie and making a bet with pen and paper. Utilising big data generated by mobile to create an unrivalled, personalized gambling experience has now taken centre stage of operator strategy. In the Hot Seat, William Hill's Chief Customer Officer, **Cem Miralay** will talk strategy in the customer experience battleground. We'll pick his brains on everything from ecosystem wars to taking ownership of your customer's lifecycle across devices, to*

big data.

Moderated by Karolina Pelc, Head of Casino, LeoVegas Mobile Gaming Group

Speaker:

Cem Miralay, CCO, William Hill

11:25 New channels clinic – how to think about and adapt to new platforms

Offering a betting experience right where the customer is – is the future, but how prepared is the gaming industry to design new experiences for new channels?

Is it wise today as a gaming company to go headfirst into VR? How will the rush to bots filter down into gaming? Is the notion of TV as the first truly communal gaming experience viable or is the market too scattered? When the Netflix of sports arises, what possibilities will open up for betting experiences? How far down the road are we in embracing a universal app platform? The gaming industry needs to have a better understanding of the implications of designing for those new channels and more importantly why you can't just port your existing experiences and expect success.

Industry experts will discuss the critical issues around these new platforms. Equipped with this information, delegates will be asked a series of questions about their level of preparedness, holding up cards to indicate 'yes', 'no' or 'I don't know'. The moderator will then ask audience members who have responded to elaborate on their answer. To finish our experts will come up with some key take-aways that operators need to focus on when approaching these new channels

- **Do you believe that the traditional way of owning a site is challenged in betting?**
- **Do you feel your business is prepared to meet the challenges of these new platforms?**
- **Do you have a clear understanding the challenges of designing for these new channels?**
- **Do you know what devices and channels you should prioritise now and into the next 6-12 months?**

Moderated by: Jesper Engberg, Strategic Planning and Intelligence, Kindred Group

Speakers:

Daniel Lehnberg, Head of Creative Labs, PokerStars

Gerard Cunningham, Founder, CEO, Winistry, Inc.

Steve Miller- Jones, Senior Director of Product Management, Limelight Networks

Alistair Boston-Smith, Business Development Director, Bede Gaming Ltd

12:30 Fireside Chat – two winning brands and their recipes for success in the mobile gaming world

How did they have such huge success in mobile?

What technology did they implement? How did they focus their CRM campaign to build loyalty and profitability in their biggest markets? Do they believe that desktop has no future?

Moderated by Megan Easey, Independent Consultant

Speakers:

Jesper Kärrbrink, CEO, Mr. Green

Johan Styren, CEO, LeoVegas Gaming Ltd.

13:00 Lunch break

- 14:05 Afternoon Chaired by Megan Easey, Independent Consultant**
- 14:10 Topic to be announced**
Tom Fairbairn, Systems Architect, Solace
- 14:40 Case study: designing for TV as a medium for the first truly communal betting experience**
The notion of TV as a medium and designing for the first truly communal experience in the gaming industry is something that has not been possible in the mobile/tablet world this far. Proponents believe TV will rapidly transform in the coming years and is an enormous opportunity for gaming. Skeptics say even if the technology is there, it will take a long time for the industry to embrace it. While other screens and future platforms such as AI and VR still need to prove themselves, TV proved itself a long time ago, and is not going anywhere. This case study will give you critical insights in to how you can prepare yourself for the moment when interactivity becomes the norm on this platform.
Daniel Lehnberg, Head of Creative Labs, PokerStars
- 15:00 Head-to-Head: is there really no time to waste in embracing VR?**
Two industry experts will tackle the question of Virtual Reality and its impact on the gaming industry. What is the real urgency around VR? Should and will the industry embrace at full speed? Will social casinos be slow to integrate VR? What will its significance be in 5-6 years from now? How long will it take to reach critical mass to become commercially viable? Not only will this session teach you how to think about VR but you will also come away with some practical lessons to keep front of mind when approaching this new technology.
Raf Keustermans, CEO, Plumbee
Gerard Cunningham, Founder, CEO, Winistry, Inc.
- 15:25 Case study: WeChat as a business platform - the app within an app model**
Social e-commerce is set to go mainstream through platforms such as Facebook Messenger, Instagram and Apple iMessage in the West. But in China, a myriad of app types in social discovery, community and commerce have combined together in WeChat with its simple user interface and in-built e-wallet to drive the on and offline daily habits for over 800m people. The WeChat app-within-an-app business model is fast becoming the prevalent ecosystem for every successful entertainment and lifestyle brand in China. As one of very few Western entrepreneurs that has built an e-commerce marketplace with turnover of +\$500m, Carlo Crighton is uniquely positioned to give insights to WeChat which is now a de facto mobile interface sitting on top of Android and Apple iOS in the world's largest mobile consumer market.
Carlo Crighton, CEO, Acttao Digital
- 15:45 App Innovation Talking Heads: what if the gaming industry could embrace the app within the app model?**
What if you could own your own customer experience with a complete ecosystem for gaming apps? What can we learn from other models? It's still early days for the gaming industry but given the increasing sophistication of transactions, the concept of building your own ecosystem within an app is becoming increasingly interesting. What would this look like for the gaming industry - allowing customers to read the sports news, talk to their friends about the game and then receive a timely message to place a bet right where they

are? How could this become a reality?

Daniel Lehnberg, Head of Creative Labs, **Pokerstars**

Will Mace, Head of Kindred Futures, **Kindred**

Carlo Crighton, CEO, **Acttao Digital**

Moderated by Megan Easey, Independent Consultant

Happy Hour!

After a hard day's learning, we kick off Happy Hour with a few drinks accompanied by our Supplier Challenge

16:15 Supplier Challenge – top 6 innovative solutions to Operator Challenges

A panel of operators discuss the top 6 iGaming challenges and selected suppliers will each have 5 minutes to present their solutions to those challenges.

Moderated by Adam Steinberg, Senior Vice President, **Spectrum Gaming Capital**

Martin Cagalinec, CEO, **1SpinMillionaire**

Philippe-Adrien Chaix, Co-Founder & CMO, **Bettors' Rift**

Shahar Attias, CEO, **Hybrid Interaction Ltd.**

Charles Montmaneix, Managing Director, **SkillCorner**

Daniel Gruederich, CEO, **SportsbookCloud**

Mick Robins, Director, **Fenway Games Ltd**

David Sargeant, Director, **Fenway Games Ltd**

Operator judges:

Pascal Brouet, Product & Innovation Director, **Betclic Everest Group**

Karolina Pelc, Head of Casino, **LeoVegas Mobile Gaming Group**

Ofir Gal-Mor, Casino Games Studio Manager, **888 Holdings**

Jesper Kärrbrink, CEO, **Mr. Green**

Moderated by Adam Steinberg, Senior Vice President, **Spectrum Gaming Capital**

17:30 End of Cross-Platform and Multi-Channel Gaming



Data Science and Personalisation

Personalisation in the era of machine learning and big data

All Day: Tuesday 7 February 2017, ExCeL, London

08:00 Registration opens

ACT I – ICE VOX HEADLINERS

Shared Plenary session for ALL delegates

08:45 **Clarion Events and Chairperson's opening remarks**
Sabinije von Gaffke, Global Communicator – Moderator - TV Presenter - Producer

09:00 **Digital Disruption in Retail – Disrupt or be disrupted!**
E-commerce heavyweight Brian McBride will share some inspirational insights into embracing change and digital transformation. He will also look at the importance of understanding customer behaviour, marketing to a new breed customer across devices and being data driven, as well as the implications of social media and how to transform traditional business culture into an environment ready to compete intelligently in the e-commerce world.
Brian McBride, Chairman, ASOS, Former CEO, Amazon.co.uk

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In this fascinating session Brian McBride will be joined by gaming industry heavyweight, former CEO of William Hill, Ralph Topping. We'll ask Ralph about the gaming industry since his first days as a Saturday worker in Glasgow, and how the industry has evolved; who was the most interesting person he has ever taken a bet from and what were the most challenging moments of his career. We'll ask Brian about consolidation in more mature industries and what it can mean for customer experience and innovation. We'll hear about the passions that drive these two industry giants and how two Glasgow boys from humble beginnings, rose to the very pinnacle of their careers.
Ralph Topping, Former CEO, William Hill
Brian McBride, Chairman, ASOS, Former CEO, Amazon.co.uk

10:15 Coffee and refreshment break

ACT II – DATA SCIENCE & PERSONALISATION THEATRE

Delegates break off into individual tracks

11:00 **Chaired by: Christopher Conroy, Head of Customer Data Science, Rank Group**

11:10 **Personalisation for Millennials Clinic – update and action planning**
The so-called Millennials and "Generation X,Y,Z" cohorts have become buzz words in the gambling industry and are clearly commercial forces to be reckoned with. But as is often the case with the fast popularisation of a topic, the industry understanding is largely superficial and often polarised. In this interactive and practical session, expert speakers will provide up-to-the-minute guidance on Personalisation for this trend-setting generation. Equipped with the latest information on what is required of them, delegates will be asked a series of questions about their level of preparedness, holding up cards to

indicate 'yes', 'no' or 'I don't know':

- Will people in their 20s-30s today bet in the same way in their retirement as previous generations?
- Do you believe that millennials will have a long-lasting commercial impact on your business?
- Do you have a full understanding of the personalisation tools available to capture this generation?
- Is your business prepared for the cultural shifts of this generation?
- Do you feel you have a full understanding of the psychographics of millennials and their effect on the industry in the long-term?

The moderator will then ask audience members who have responded to elaborate on their answer and together delegates and speakers will create an action plan for what is required for operators to meet their new target market in the future. To finish our experts will come up with some key take-aways that operators need to focus on when approaching this new market:

- How to reach millennials
- How to attract them
- How to persuade them

Moderator: Corey Padveen, Director, Global Social Business Strategy, **t2Marketing**

Speakers:

Stefano Gorgoni, Head of Inbound Marketing, **Hero Gaming**

Adrian Neilan, Former CEO, **Irish Greyhound Board**

12:30

Fireside Chat –a winning brand and their recipe for success for machine learning and predictive analytics

Big data requires advanced techniques are required to data mine in order to build a predictive model that encompass the variety of data. In particular Machine Learning methods are powerful tools when dealing with Big Data. Those methods are widely used in other industries like Finance and Healthcare:

- What technologies are applied in predictive modelling?
- How do you prevent customer churn prevention?
- How do you build robust analytic platforms to ensure data is used more efficiently?
- How do you build cloud computing solutions?
- How to get data in a form where you can analyse, apply and make operative decisions quickly?
- Predictive analytics – what are their applications to front-end, customer-oriented applications like games and game lobbies, and to back-end solutions, mainly for marketing and risk management departments?
- What is the embedded support for Machine Learning – for more intuitive and real time insight and helping to operationalize insight far quicker?
- What do the participants envision that the state of the art in their particular area of expertise will look like in 10 years' time?
- If someone with a passing interest in this area asks me tomorrow what was the most important thing or things I learned from the speakers at the session, what should I tell them?
- How can bookmakers extract value from the Big Data they handle?
- Can we learn from other industries?

Moderator: Professor Leighton Vaughan Williams, **Nottingham Business School**

Speaker:

Francesco Borgosano, Senior Manager Quantitative Analysis, **BetStars**

13:00 Lunch break

14:00 Power Bookmaking: analysis of a sportsbook engine offering

In this one-to-one session, Tom Light will discuss the importance of providing genuine sportsbook depth, appealing both to serious sports punters and fiercely loyal fans of lower league clubs in order to boost retention, grow a grassroots following and generate additional revenue streams. He will also dissect the added value and higher margins delivered by offering truly flexible Cash Out, and how advanced data analytics can inform intelligent price positioning to achieve competitive edge at key times, thus driving acquisition, turnover and profit.

Tom J. Light, Vice President of Business Development, **SBTech**

14:20 Case study: accelerating customer acquisition and deposits through behavioural marketing

Customer acquisition and retention remains the main strategic priority for gaming companies. Personalisation historically has struggled to deliver on its promise. So how do you achieve true one-to-one communications with consumers regardless of their chosen device, browser or channel? Firstly, you need to identify the visitor as an individual, before understanding their online digital behaviour to determine how best to achieve your conversion goals. Join Kris Mobayeni, Senior Director of Conversion Strategy at BounceX, as he uses real life case studies to explain how Behavioural Marketing can accelerate customer acquisition and drive incremental revenues.

Kris Mobayeni, Senior Director of Conversion Strategy, **BounceX**

14:50 Case study – lessons learned: introducing data science into Rank

This session is ideal for delegates who are interested to introduce data science into their business. Rank introduced a team of data scientist into the business in autumn 2015, enhancing the existing BI team with people who embrace open-source tools and cloud-based data architectures. The ensuing clash of traditional business processes v cutting edge tech adoptions was spectacular. So how did Rank eventually warm up to the new kids in the block? To answer the big question, the moderator and panellist will address the following:

- What were the strategic objectives behind Rank's introduction of data science, including the candidate profile they decided to target?
- What was the prior experience of each candidate and how they have applied it to Rank's business challenges?
- What has been achieved so far, the key challenges, and their plans for the future?

The moderator will invite panel participants to address the perks and pitfalls of introducing data science into a traditional BI-oriented business. The last 5 mins of the session is reserved for audience Q&A.

Moderator: Christopher Conroy, Head of Customer Data Science, **Rank Group**

Speakers:

Jan Teichmann, Senior Data Science Manager, **Rank Group**

Gilbert Cassar, Senior Data Science Manager, **Rank Group**

Russell Johnston, Data Science Manager, **Rank Group**

Miranda Chong, Data Science Manager, **Rank Group**

15:30 Hotseat – will true personalised pricing/RTPs radically change the industry if it can

increase player yields?

Bespoke pricing models have become some of the most controversial - yet also most intriguing - areas that scalable data driven models have opened up to companies. Part ethical problem, part way to deliver enhanced rewards to players, it looks like changes in taxes on bonus funds may well open up this area to be a much more compelling area of focus within gaming.

This touches on everyone from game/platform providers all the way up and no one seems that close/comfortable to/with it which is usually a sign of something that could be radically changed.

- Player data driven personalised sports/casino pricing models
- Ethics of no single price
- Possibility for abuse
- How/why/does it increase yield

Moderator: Philip Tuck, Head, Business Intelligence, **Gaming Realms**

Speaker:

Jose Naranjo, Data Scientist, **Plumbee**

Happy Hour!

After a hard day's learning, we kick off Happy Hour with a few drinks accompanied by community insights at our World Café Round Tables.

16:00 World Café Roundtables

5 roundtables - The World Café methodology seeks to foster an environment that is good for conversations to develop. The approach gets authentic conversations started in order to encourage the sharing of ideas in a relaxed, informal and creative atmosphere.

Topics to be discussed:

- What should data science do to enable personalisation and what are the key challenges?
- Future trends in the gambling industry: how to adapt the business model in the regulated environments? What equilibrium lies between B2B and B2C? What equilibrium lies between dot com and dot country?
- What systems operators have in place to track problematic behaviour and how do operators communicate with customers who trigger alerts?

Chairman: Adrian Neilan, Former CEO, **Irish Greyhound Board**

Roundtable Moderators:

Sarah Sculpher, Chief Marketing Officer EMEA, **Caesars**

Roman Melchert, Head of CRM, **Casinos Austria AG**

Graham V. Weir, Head of Responsible Gambling, **Ladbrokes Coral**

Clint Griscti, Performance Marketer, **Casumo**

Aymeric Verlet, Head of International, **PMU**

17:30 End of Data Science and Personalisation



Modernising Lotteries

Exploring digital opportunities and improving retail points of sale
to future proof your lottery business

All Day: Tuesday, 7 February 2017, ExCeL, London

08:00 Registration opens

ACT I – ICE VOX HEADLINERS

Shared Plenary session for ALL delegates

08:45 **Clarion Events and Chairperson's opening remarks**
Sabinje von Gaffke, Global Communicator – Moderator - TV Presenter - Producer

09:00 **Digital Disruption in Retail – Disrupt or be disrupted!**
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Brian McBride, Chairman, ASOS, Former CEO, Amazon.co.uk

09:20 **Fireside Chat: an e-commerce giant and a gaming industry pioneer talk shop**
In this fascinating session Brian McBride will be joined by gaming industry heavyweight, former CEO of William Hill, Ralph Topping. We'll ask Ralph about the gaming industry since his first days as a Saturday worker in Glasgow, and how the industry has evolved; who was the most interesting person he has ever taken a bet from and what were the most challenging moments of his career. We'll ask Brian about consolidation in more mature industries and what it can mean for customer experience and innovation. We'll hear about the passions that drive these two industry giants and how two Glasgow boys from humble beginnings, rose to the very pinnacle of their careers.
Ralph Topping, Former CEO, William Hill
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10:15 Coffee and refreshment break

ACT II – MODERNISING LOTTERIES THEATRE

Delegates break off into individual tracks

11:00 **Chaired by Joseph Weinert, Executive Vice President, Spectrum Gaming Group**

11:05 **BIG Debate & Vote With Your Feet**

The motion: This house believes that consumer experience and funds raised for good causes through lotteries can be improved by moving away from the monopolistic model and introducing competition in the market

Some say that allowances made for the anti-competitive, monopolistic lottery market on the basis of their financial model are no longer acceptable. Opening up the market to competition with private operators might reinvigorate lotteries and facilitate the

development of products, which embrace digital opportunities and attract younger players whilst continuing to support good causes. Does the answer lie in the regulatory approach? Are issues caused by burdensome public procurement? Is there enough competition on the supply side to incentivise innovation?

Moderator: Jannie Haek, CEO, Loterie Nationale Belgium

Speakers for the motion:

Morten Rønne, CEO, Danish Online Gambling Association, appointed by the Swedish Government to investigate the abolition of the current monopoly

Emmanuel Mewissen, CEO and Board Member, Ardent Group

Speakers against the motion:

Andreas Koetter, CEO, Westlotto

Joost Den Heijer, Directeur ICT & Operations, Nederlandse Loterij

12:20 Talking heads: winning brands and their recipe for success in building a sustainable and innovative portfolio

With technology moving so quickly, opportunities for product and portfolio development are manifold. As online and retail increasingly converge, and digital gaming booms, how can lotteries maintain their heritage of draw-based games whilst remaining relevant and distinct? How much risk can be taken in product innovation and what scope is there to transform portfolios whilst maximising money for good causes? This session will examine the strategic thinking of a forward thinking brands and provide insight into their vision for the future of the lotteries industry.

Moderator: Philippe Vlaemminck, Partner, Pharumlegal

Speakers:

Robert Chvatal, CEO, SAZKA Group

Dr. Chris K. Dimitriadis, CISM, CISA, CRISC, Group Director of Information Security, INTRALOT; Chair of the Board of Directors, ISACA

Raymond Bovero, Responsible Gaming Director, La Française des Jeux (FDJ)

12:50 Regional Talking Heads – Lotteries from around the globe will share 3 key innovations that made a difference to their business, giving insights into successes as well as failures and how they have adapted to change

USA: Scott Bowen, Commissioner, Michigan Lottery

India: Kamlesh Vijay, CEO, Sugal & Damani Group

Europe: Xavier Hurstel, CEO, PMU

Moderator:

Philippe Vlaemminck, Partner, Pharumlegal

13:20 Lunch break

14:40 Afternoon Chair: Wes Himes, Managing Partner, Instinctif Partners

14:50 Case study: lotteries' evolutionary revolution!

Today lottery customers and players are everywhere! They seek that life-changing winning lottery-ticket at the retail shop, on the commute while playing games on their mobile or impulsively buying a ticket whilst filling up at the gas station. They know your brand and they trust it, so why serve them differently at each touch-point? Why give them the feeling that they are facing different brands...that you don't really know them? Shifting your business from serving a Marketing Persona, to serving a person, is a huge

challenge, a revolution. Luckily this revolution can be done in an evolutionary manner, so turnoff the forklift engine, keep your legacy lottery-retail systems in place and join this session to hear some best practices how to revolutionize player's omni-channel experience with an evolutionary way.

Moti Malul, Executive Vice President of Sales and Business Development, **NeoGames**

15:20 Hotseat: opportunities in social media and gaming - an industry disruptor

Social media is a ubiquitous part of modern life, but what opportunities does it offer for lotteries? As social gaming booms, this seems the preserve of the younger generation with whom lotteries have long struggled to connect. Some may feel threatened by this burgeoning market and what it means for lotteries as it continues to develop. What might the future of social media look like and can it in fact be used to boost the lotteries market, attracting new players and targeting the elusive younger generation?

Speaker will have 15 minutes to propose a specific topic as an industry disruptor.

Moderator will challenge the proposal for 10 mins with a series of questions. The last 5 minutes will allow for audience Q&A followed by an audience vote.

Moderator: Yakir Firestone, Head of Online, **The Health Lottery**

Speaker:

Volker Hirsch, EVP, **Milestone Entertainment** and Founder, Advisor, Angel Investor

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Questions that will be covered:

- How are you engaging with the younger generation to attract under-35s to lottery?
- What does a sustainable portfolio of products look like? How do you envisage the lotteries of the future?
- What are you doing to respond to the Directive 2014/95/EU and the non-financial reporting implications for your business?

Chair: Wes Himes, Managing Partner, **Instinctif Partners**

Round Table Moderators:

Andrew Gellatly, Head of Global Research Services, **Gambling Compliance**

Jean-Luc Moner-Banet, CEO, **Société de la Loterie de la Suisse Romande** and President, **World Lotteries Association**

William Scott, Partner, **Regulus Partners**

James Oakes, Director, ZEAL Investments, **ZEAL Network**

Michael Pollock, Managing Director, **Spectrum Gaming Group**

17:30 End of Modernising Lotteries



World Regulatory Briefing

Creating sustainable regulation and stakeholder value

All Day: Tuesday, 7 February 2017

08:00 Registration opens

ACT I - HEADLINERS

Shared Plenary session for ALL conference delegates

08:45 Clarion Events and Chairperson' opening remarks

09:00 **Embracing Change - embracing digital transformation**

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Ralph Topping, Former CEO, **William Hill**

Brian McBride, Chairman, **ASOS**, Former CEO, **Amazon.co.uk**

10:15 Coffee and refreshment break

ACT II – WORLD REGULATORY THEATRE

Delegates break off into their own conference rooms

11:00 **World Regulatory Briefing Headliner**

Sarah Harrison MBE, CEO, **UK Gambling Commission**

11:40 **Talking Heads: what is the perfect regulatory eco-system that promotes healthy markets, player protection and integrity for the industry?**
Creating a regulatory framework that protects consumers and supports healthy markets is a fine balance which gaming regulators are challenged with, however it also begs the questions – to what extent should they be consulting with the industry and what part should they play with policy and law making. Our global regulators will explore their individual ideas on market interaction.

Moderated by: Ewa Bakun, Head of Content, Clarion Gaming
Marja Appelman, CEO, Netherlands Gaming Authority
Richard Schuetz, Executive Director, Bermuda Casino Gaming Commission
Jonodev Chaudhuri, Chairman, National Indian Gaming Commission
Guido Schlütz, Head of Division, Ministry of Interior, Germany
Charles Coppolani, Chairman, Arjel

12:40 Lunch Break

13:40 **THE BIG Debate and Vote With Your Feet**
The motion: eSports betting needs to be regulated
Many regulatory authorities across the world are considering their next move with eSports, however due to the complexity of the market and the different types of channels involved, should eSports be regulated with the same framework as other gaming operators? The many factors to be considered will be debated in our motion, with our line-up assessing issues such as the skill element in a tournament setting and the regulation of eSports bet markets.

Moderated by:
Andrew Nixon, Head of Sport, Sheridans
Panellists:
Dr Wulf Hambach, Managing Partner, Hambach & Hambach
Ralf Reichert, Managing Director, ESL Gaming
Jeff Ifrah, Founding Partner, Ifrah plc

14:40 **Talking Heads: the outlook for legalisation of sports betting in the US**
The noise around the potential legalisation of sports betting in the US is growing, creating a multitude of complex questions around what needs to happen to make way for the industry, the potential regulatory scenarios and who will be the future stakeholders in the US sports betting market. Our group of experts will explore the challenges and outlook over the coming 18 months.

Moderated by:
Susan Hensel, Director of Licensing, Pennsylvania State Gaming Board
Panellists:
Dan Wallach, Shareholder, Becker & Poliakoff
Cathy Beeding, Vice President and General Council, Island View Casino
Sara Rayme, Senior Vice President, Government Affairs, American Gaming Association
Daniel Kustelski, CEO & Co-Founder, Chalkline Sports

Happy Hour!

After a hard day's conferencing, we kick off Happy Hour with a few drinks accompanied the World Regulatory Café

16:00 World Regulatory Roundtables

Join our global round tables to meet with regulators, consultants and legal minds to understand the technical requirements and licence opportunities across international jurisdictions. Each round table will be led by either a regulatory or leading authority in that emerging jurisdiction; participants will be able to choose two tables to attend during the session.

- **The Netherlands:** Justin Franssen, Partner, **Kalff Katz & Franssen**
- **Czech Republic:** Karel Blaha, Director, State Supervision and Lotteries, **Czech Ministry of Finance**
- **Italy:** Daria Provvidenza Petralia, Head of Remote Gaming Office, **AAMS**
- **European Commission:** Harrie Temmink, Deputy Head of Unit, **European Commission**
- **Poland:** Piotr Dynowski, Partner/Attorney at Law, Head of IP, Media, Tech & Comms Practice, **Bird & Bird**
- **Brazil:** Waldir Marques Jr, Head Lotteries Regulation, SEAE, **Ministry of Finance**
- **Responsible Gambling:** Jonny Engebø Senior Adviser, The Norwegian Gaming Authority
- **India:** Vaibhav Gaggar, Managing Partner, **Gaggar & Associates**
- **UK:** Neil McArthur, General Counsel, **UKGC**
- **Asia:** Luis Pereira, Managing Director, **Asia gaming Brief**

17:30 End of Conference



BetMarkets

Redefining sportsbetting in response to changing consumer demand and evolving technology

All Day: Wednesday, 8 February 2017, ExCeL, London

08:00 Registration opens

ACT I - ICE VOX HEADLINERS

Shared plenary session for ALL delegates

08:45 **Clarion Events and Chairperson's opening remarks**
Sabinije von Gaffke, Global Communicator – Moderator - TV Presenter - Producer

09:00 **Embracing the Maze: Owning the Customer Experience in the Digital World**
It's been said that everyone loves progress, but nobody likes change. Yet as the lines between our digital and "actual" lives continue to blur, and as teens [spend a third of their day](#) using some kind of media, change is upon us. Whereas 20 years ago marketers could rely on simple, one-way communication with their customers, today we must reach them through myriad channels and devices. The rise of walled gardens such as Google and Facebook create tremendous opportunities but also risks for businesses as they lose control over how their customers discover and interact with their brands, products and content. What are the rules for engagement in this new paradigm? In this session, Bitly CEO Mark Josephson will explore the shift towards a fragmented digital world, how to cope -and thrive- with disruption, and share guidelines on how the gaming industry can take advantage of the Web's endless possibilities while still owning their customer experience.
Mark Josephson, CEO, Bitly

09:30 **Fireside chat - confessions of a CCO**
Ladbroke's merger with Coral has created the largest gambling operator in the UK. At the helm of the company's customer focus is Kristof Fahy, a life-long Bristol City fan, Kristof brings a wealth of experience from The Telegraph, William Hill plc, Yahoo!, BlackBerry and Orange. With the merger comes some big questions for this company. We'll question Kristof on how you create loyalty in a high-speed, high traffic industry. And, is it even possible to create loyalty in the gambling business?
Kristof Fahy, Chief Customer Officer, Ladbrokes Coral

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With over 400,000 games available to play on mobile, competition for millennials is insane. Bringing a video game perspective, entertainment experts Tracy Fullerton and Robert Tercek will share ideas and lessons from a designer's perspective. They also invite you to throw your hat in the ring, roll up your sleeves and make a game at ICE VOX Labs – Let's Make a Game Work Shop after lunch break.
Workshop places are limited, to sign up contact nicola.mackay@clarionevents.com
Robert Tercek, President, Milestone Entertainment
Tracy Fullerton, Director, USC Games; Professor, School of Cinematic Arts

10:15 Coffee and refreshment break

ACT II – BETMARKETS THEATRE
Delegates break off into individual tracks

11:00 Chairman's welcome

Patrick Jay, Principal Consultant, **Patrick Jay Consulting** and former Director of Trading, Hong Kong Jockey Club

11:05 BIG Debate & Vote With Your Feet

The motion: this house believes that market consolidation is destroying the sportsbetting industry

As the gambling sector develops, high profile mergers mean fewer big name brands are increasingly claiming more of the market. This is a pattern replicated in more mature industries around the world, but what does it mean for the consumer experience and product innovation? Currently, new entrants to the market who are innovative and fast moving may be able to claim some market share, offering unique products and personal customer experience, but how long will that continue? As economies of scale take precedence, there is a risk of talent is being lost and innovation stymied. With little to distinguish between the leading betting sites, their products and providers, will consumers remain willing to gamble on lesser known apps and sites or will they inevitably gravitate towards big brands? What does this mean for innovation and the future of the gambling industry?

Based on the Oxford-Style format, after a 5-minute introduction from the moderator, each panellist (2 on each side) will present a ten-minute opening statement either proposing or opposing the motion. This will be followed by 20 minutes questions from the audience and inter-panel challenges. To conclude, each panellist will deliver a five-minute closing argument followed by an audience vote.

Moderator: Florian Cartoux, Director, **LOGOS Public Affairs**

Speakers arguing against the motion:

Ed Birkin, Senior Consultant, **H2 Gambling Capital** and Gaming Sector Financial Analyst
Steve Donoughue, Gambling Consultant

Speakers arguing for the motion:

Andreas Bardun, Head of Sportsbook, **LeoVegas Gaming Ltd**
Niels Aarts, Semi-Professional Gambler

12:25 Fireside Chat: lessons learned in building your business for international expansion in e-sports

Pinnacle has established itself as one of the world's largest online bookmakers, demonstrating growth in challenging geographies and brand new markets. At the helm of this run-away successful business is Paris Smith, we'll gain critical insights into Pinnacle's core values and priorities as well as the lessons learned in building your business for international expansion. In addition, Marco Blume will discuss Pinnacle's approach to risk management which has been key to its business success.

Moderator: Patrick Jay, Principal Consultant, **Patrick Jay Consulting** and former Director of Trading, Hong Kong Jockey Club

Speakers:

Paris Smith, CEO, **Pinnacle**

Marco Blume, Trading Director, **Pinnacle**

13:00 Hotseat: the challenges and synergies of integration between land-based casinos and

online sportsbooks

Having operated online sportsbetting in both Africa and now the USA and orchestrating a visionary acquisition with a land-based casino group, Daniel Kustelski comes with a tremendous wealth of experience at a level of integration that has not be seen before. We'll put Daniel in the hotseat questioning him on the synergies and challenges of integrating online start up culture with land based casino group culture as well as successful integration of the Casino Loyalty Programme and the online sportbook

Moderator: Patrick Jay, Principal Consultant, **Patrick Jay Consulting** and former Director of Trading, Hong Kong Jockey Club

Speaker:

Daniel J Kustelski, CEO & Founder, **Chalkline Sports**

13:30 Lunch break

14:00 Afternoon Chair:

Patrick Nally, President, **International Federation of Poker**

14:35 **Case Study – Lessons learned in tackling match fixing and data integrity**

Get to grips with the later developments in FIFA's integrity initiative, leading the way in prevention, risk management and information gathering.

Speaker: **Dr Julie Norris**, Head of Early Warning System, **FIFA**

15:00 **The future of trading: innovation at the door**

Operator marketing, product development, market offerings have all seen changes and growth over the years as a result of innovation: innovation driven by data, algorithms, machine learning and technology. But somehow, trading has remained immune, ring-fenced. Legacy trading has continued to be the go to system across operators, large and small. BtoBet's Kostandina Zafirovska and Betradar's Heath Cram take a quick look at the impact innovation has had on the betting industry and interrogates the status quo, with a keen eye on what the future holds for how operators manage risk and trade.

Heath Cram, Director Business Development, **Betradar Managed Trading Services**
Kostandina Zafirovska, COO, **BtoBet**

15:30 **Hotseat – Digital consumers of esports: an industry disruptor**

With the children of Millennials growing up in a digital market, their relationship to technology is a fundamental part of their identity. The 'on demand' generation have an app for everything and engage with technology in almost every aspect of life. The esports industry is one in which particular opportunity and growth is being heralded, with the market estimated to pass \$1bn by 2017. The gambling industry cannot afford to not to engage with this generation and their technology, providing services in a way that attracts the 16-20 year olds of today, whilst considering what their children will expect from their digital connection. This session will examine what is driving consumer trends, how they engage with brands, services and each other, and the capacity this has to transform gaming and gambling.

Speaker:

Moritz Maurer, Head of Esports, **Betgenius**

Mark McGuinness, iGaming Futurologist, **Mainstream Marketing & Communications**

Happy Hour!

After a hard day's learning, we kick off Happy Hour with a few drinks accompanied by some crystal ball gazing in our Prophet Session

16:00 Prophet Session

Our chosen Prophets will each have 10 minutes to make their predictions for the future of the gaming industry. We'll invite the audience to give their opinion, then they will vote with their feet on which predictions they believe most likely to come true.

To find out how you can become an ICE VOX Prophet contact

Nicola.mackay@clarionevnts.com

Moderator: **Mark McGuinness**, iGaming Futurologist, **Mainstream Marketing & Communications**

ICE VOX PROPHETS:

Valery Bollier, CEO & Co-Founder, **OulalaGames**

John Aristotle Phillips, CEO, **Aristotle's Integrity**

Tal Itzhak Ron, Advocate, Managing Partner, **Tal Ron**

17:00 End of BetMarkets



Game Design and Development

Putting entertainment and innovation first

All Day: Wednesday, 8 February 2017, ExCeL, London

08:00 Registration opens

ACT I - ICE VOX HEADLINERS

Shared Plenary session for ALL delegates

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Mark Josephson, CEO, Bitly

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Kristof Fahy, Chief Customer Officer, Ladbrokes Coral

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With over 400,000 games available to play on mobile, competition for millennials is insane. Bringing a video game perspective, entertainment experts Tracy Fullerton and Robert Tercek will share ideas and lessons from a designer's perspective. They also invite you to throw your hat in the ring, roll up your sleeves and make a game at ICE VOX Labs – Let's Make a Game Work Shop after lunch break.
Workshop places are limited, to sign up contact nicola.mackay@clarionevents.com
Robert Tercek, Innovation Expert & Creative Specialist, President, Milestone Entertainment
Tracy Fullerton, Director, USC Games; Professor, School of Cinematic Arts

10:15 Coffee and refreshment break

ACT II GAME DESIGN & DEVELOPMENT THEATRE

Chaired by Volker Hirsch, Executive Vice-President & the Managing Director EMEA, Milestone Entertainment

11:00 Design Thinking Studio: rethink everything - designing games to satisfy evolving customer expectations

The customer has evolved, but the gaming industry hasn't. Your players have learned how to thrive in today's media-saturated environment, yet casino and lottery games have not changed significantly in decades. Adding video and animated lights to a slot machine doesn't count as "significant change". As a result, consumer expectations are now far out of sync with the current and planned offerings from the gaming industry. That's why it's no surprise that the gaming industry is in crisis, facing rapid attrition among younger demographics and the aging-out of current players. This session will identify how player expectations for games and gambling have evolved. We will pinpoint specific expectations and illustrate them with examples for other categories, and we'll distill some of the key insights that the gaming industry needs in order to reconnect with players. This session will incorporate techniques of design thinking by incorporating a cycle of problem definition and an iterative approach to solution-finding.

Topics for Q&A round:

- Rethink Competition
- Rethink Gameplay
- Rethink Winning
- Rethink Prizes

Addressing the challenges head on Robert Tercek, President of Milestone Entertainment, one of the most innovative new game publishers in the US. Followed by a brief from digital design expert Mirco Pasqualini who will take you through the essentials of how you can address these issues by applying Design Thinking to your game design and development approach. Finally we will connect the dots by focusing on 4 critical areas that need rethinking.

Design Thinking brief

Mirco Pasqualini, Design Thinking Consultant

Facing the gaming industry challenges:

Robert Tercek, Innovation Expert & Creative Specialist, President, Milestone Entertainment

11:50 Fireside Chat – putting entertainment and UX at the centre of your design approach for the mobile games industry

Designing a product for the gambling industry, as opposed to traditional games, is often very math oriented, it's all about payout rates, pay tables etc, which is of course important but not much about fun. Similarly, innovation is often more about how shiny and attractive the design is rather than the real entertainment aspect of the game. So how do you reconcile financial concerns with innovation and UX? We talk to an influencer who believes that the best way to design for the mobile games industry to put entertainment first.

Greg Jarrett, Head of UX, William Hill

Moderated by Volker Hirsch, Executive Vice-President & the Managing Director EMEA, Milestone Entertainment

12:10 Gamification Fireside Chat: developing the most compelling experiences through applied psychology and game design principals

Played since the dawn of time, games are core to human entertainment. Innovation in gaming has repeatedly and reliably expanded the market. But while the most recent technology has allowed for smother, higher fidelity experiences, there is a sense that most offerings have not really changed in a number of years. At the same time the data shows that younger generations are not embracing cash gaming like their predecessors. The industry faces a challenge—innovate, expand, and light up the players which will define our future, or see prospects dim over time.

In the Hotseat our Gamification experts will uncover:

- What are the dynamics that have Gen Y & Millennials turning away from cash gaming?
- Can anything be done to address their needs and recapture that segment?
- Can online gaming be more social? Can it share the qualities of social networks?
- What are the other qualities of the most engaging products on earth?
- How can operators and game creators emulate these characteristics?
- What are the intrinsic needs of all human beings?
- How can we build entertainment products and platforms which satisfy these needs keep players coming back?

Scott Dodson, Gamification Expert

Uri Admon, Founder, CEO, Captain Up

Moderated by: Volker Hirsch, Executive Vice-President & the Managing Director EMEA, Milestone Entertainment

12:30 Transforming player value with gamification and personalisation

With pressures on acquisition budgets, marketing departments are challenged to understand their players' experiences and actively manage the relationship online. The data-led understanding of player behaviours, and use of automation to engage with individual users in real-time, has the potential to transform the reputation and profitability of the gambling industry. Mark Robinson sets-out how to build closer relationships with players, mitigate problem gambling, and protect against fraud.

Mark Robinson, Founder & CEO, deltaDNA

12:50 Talking Heads: are casino games less attractive to future generations?

What cultural shifts and trends are shaping the way the industry designs games? Will the people who are in their 20-30s today flock to real money slot machines as they move towards retirement the same way previous generations have done? Is the golden bullet solution to focus on developing DFS, e-sports and skill based games? Is there any real objective evidence to support the idea that there's anything unusual about Millennials in terms of their propensity for casino gambling? Our experts with opposing views will go head-to-head taking on the Millennials and their impact on gambling in the US and globally

Valery Bollier, CEO and Co-founder, Oulala Games

Karolina Pelc, Head of Casino, LeoVegas Mobile Gaming Group

Stuart Lewis-Smith, Senior Vice President and General Manager, GSN Games

Eric Meyerhofer, CEO and Co-founder, Gamblit Gaming

Moderated by Ernie Lafky, Executive Creative Director, GSN TV & Games

13:15 Lunch break

ICE VOX Labs

14:15 Let's make a Game Workshop!

Coached by world-renowned entertainment experts Tracy Fullerton and Robert Tercek this

session will give delegates practical insights into what it takes to make an entertaining game for the gambling industry that younger generations really want to play. Briefed on the core elements of design, teams will work together to analyse and brainstorm the elements of several pre-selected genres. Teams will then share their ideas for critique and discussion. The goal of this hands-on session is to provide a better understanding of the design process for developing engaging games and takeaway actionable ideas that can make your games relevant to a group of people who grew up with smartphones.

Tracy Fullerton, Director, **USC Games**; Professor, **School of Cinematic Arts**

Robert Tercek, Innovation Expert & Creative Specialist, President, **Milestone Entertainment**

16:00 **The game harvest: teams will synthesise learnings and pitch their game ideas**

Happy Hour!

After a hard day's learning, we kick off Happy Hour with a few drinks accompanied by the annual Game to Watch Competition

17:00 **Game to Watch Competition**

Our annual Game to Watch competition is back! Our shortlist of 6 new games will each have 5 minutes to pitch our panel of judges, the audience will vote and we'll announce the winner live at the show!

MC- Al Thomas, Real Money and Social/Mobile Casino Expert

Hans Elias, Head of Gaming Innovation, **Gamesys**

Stephen Calvert, Chief Product Officer, **Gameion**

Ernie Lafky, Executive Creative Director, **GSN TV & Games**

Evan Hoff, Director, **Velo Capital**

Robert Tercek, Innovation Expert & Creative Specialist, President, **Milestone Entertainment**

Shortlisted Games presenting:

1. Hyper Blackjack

Thorsten Pietschmann, General Manager, **Hyper Blackjack Holding OÜ**

2. Matchless Lottery

Ian MacKinnon, Managing Director, **Matchless Games**

3. Rebets Splendour

Paul Gielbert, Head of Customer and Product Management, **eyecon**

4. KLEOPATRA VR 360

Martin McDonald, Chief Exploration Officer, **Parallel66 & Join Games**

5. The Lotto Machine

Kevin Corti, Senior Games Producer, **Gluck Ltd. (Gibraltar)**

6. Be the King

Helen Walton, Chief Commercial Officer, **Gamevy**

18:00 **End of Game Design and Development**



Cybercrime, Security and Regulatory Compliance in Gaming

Building a robust cyber security strategy: from legislation to technology

All Day: Wednesday, 8 February 2017, London, ExCeL

08:00 Registration opens

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Mark Josephson, CEO, Bitly

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Robert Tercek, President, Milestone Entertainment
Tracy Fullerton, Director, USC Games; Professor, School of Cinematic Arts

10:15 Coffee and refreshment break

ACT II – CYBERCRIME, SECURITY & REGULATORY COMPLIANCE THEATRE

Delegates break off individual tracks

11:00 **Chaired by Michael Mrak**, Head of Compliance Department, **Casinos Austria**

11:05 **Regulation Clinic – update and action planning**

In this interactive and practical session, expert speakers will provide up-to-the-minute guidance on the latest decision about the 4th Money Laundering Directive and AML implications emerging from the LCCP. Equipped with the latest information on what is required of them, delegates will be asked a series of questions about their level of preparedness, holding up cards to indicate ‘yes’, ‘no’ or ‘I don’t know’:

- Do you fully understand the current position in relation to the 4th MLD including any implications for your business and what is legally required of you?
- Has your business done enough to respond?
- Are you up to speed on the enforcement of LCCP from October 2016 and what it means for AML in your organisation?
- Have you prepared your money laundering risk assessment and action plan?

The moderator will then ask audience members who have responded to elaborate on their answer and together delegates and speakers will collate an Action Plan with Top 5 Tips for operators to meet their regulatory demands in future

Moderator: Dr Simon Planzer, Partner, **Planzer Law**

Speakers:

Tim Tyler, AML / Financial Crime Course Director, **International Compliance Training** and former AML Lead, **Gambling Commission**

Frederic Gushin, Managing Director, **Spectrum Gaming Group**

John Karantzis, CEO and Founder, **iSignthis Ltd**

11:55 **Case study: know your players – user convenient & trusted customer onboarding in iGaming**

Acquiring and retaining new players faster has always been a key challenge for operators. This session will give real life insights into how the Belgian National Lottery tackled and overcame today’s always-on mobile economy and its consequential challenges:

- KYC compliance: How can you “trust” the identity of your players?
- User convenience: How can you attract new players faster across all channels?
- Player Safety: How do you ensure a trustworthy environment for your players?
- Fraud prevention: How do you prevent account sharing, ID fraud and bonus hunting?

Roger Malevé, Chief Technology Officer, **Belgian National Lottery**

Bart Renard, Director Business Development, **VASCO Data Security**

12:15 **Fireside Chat – two leading figures and their views on rising to the challenge of money laundering as an industry**

The Gambling Anti-Money Laundering Group (GAMLG) was established in January 2016 with the aim of improving the industry’s ability to combat money laundering. With technological advancements creating both opportunities and risks in a fast-changing market, this session will examine current AML challenges, potential threats to prepare for in future and consider how operators can best work together to respond.

Moderator: Simon Airey, Partner, **DLA Piper**

Speakers:

Keith Bristow, Chair, **Gambling Anti-Money Laundering Group (GAMLG)**

David Norman, Head of Compliance Operations / MLRO, **Paddy Power Betfair**

- 12:45 Developing a cybercrime programme**
Cybercrime has become a prevalent and growing threat to commercial activities in almost every industry; and is particularly acute within the gaming sector, due to the growing importance of online services, cloud computing and mobile platforms. The impacts of cybercrime can take many forms, ranging from major disruptions to computer systems, through to significant acts of crime leading to substantial financial losses and reputational damage. In this session we will seek to explore, how do you define cybercrime risk? Who is responsible and accountable for cybercrime risk in your organisation? Do you fully understand what you, your suppliers/partners, your customers need to do to mitigate cybercrime risk?
Kieran Mongan, Head of Risk Advisory Services, **Performanta**
- 13:15 Lunch break**
- Afternoon Chair:**
Richard Wade, Director of Compliance and Responsible Gambling, **Rank Group**
- 14:15 Fraud in online gambling: legitimate winner or stealing money?**
Online gamblers are always looking to score big. And so are fraudsters. Keeping the game safe and fair for your customers is vital to your continued success. Protect your player's deposits, money transfers and make sure when you payout, it's going to the right person. Learn about how criminal fraudster organizations target online gambling companies, current trends, how proactive steps you can take to shut the door on their operation.
Don Bush, Vice President of Marketing, **Kount**
- 14:35 Talking Heads - Inside a fraudster: if you were a criminal, how would you go about defrauding the gaming industry?**
Gareth Campbell, Threat Intelligence Analyst, **RSA Fraud & Risk Intelligence Solutions**
Ariel Glassner, VP Operations & Accounts, **CyberInt**
Joe Giddens, Financial Crime, Fraud and Cybercrime Prevention, **FALCON | SC&O7**
Organised Crime Command, **Metropolitan Police**
Andrzej Buda, Detective Constable, **Metropolitan Police**
- 15:10 Hotseat – Blockchain technology: an industry disruptor**
Whilst the place of virtual currencies in the gaming industry remains contested, the technology behind Bitcoin has the potential to transform how transactions are carried out and the level of fraud possible as a result. With banks spending an estimated \$75 on blockchain last year, what is the scope for this revolutionary technology to transform the sector and enhance their security and services? And what threats will emerge as a result of a passive or unengaged response to the technology?

Moderator: Christina Thakor-Rankin, 1710 Gaming
Speaker:
Thibault Verbiest, Partner, **De Gaulle Fleurance & Associés**
- 15:30 Case study: attracting whales while keeping out fraudsters and self-excluded players**
In the highly competitive world of online gambling, it is critical to quickly recognize your next whales while at the same time block fraudsters, cheaters, and players who previously self-excluded themselves. In this session, we will discuss how powerful machine learning algorithms can use details from a player's mobile device or computer to help you

distinguish your best new players while blocking the bad guys.
Eddie Glenn, Product Marketing Manager - Fraud Prevention, **iovation**

- 15:50 Case study – Shifting the balance between prevention and enforcement**
With 6 million offences a year, the police aren't going to be able to arrest their way out of the problem of fraud. This practical session will explore the shifting focus from prosecution to a better understanding of key enablers and how to remove them in order to reduce instances of fraud. From due diligence to profiling, get a clear picture of the view from the headquarters of the Metropolitan Police.
DCI Gary Miles, Chief, Fraud Squad - Falcon, **New Scotland Yard**

Happy Hour!

After a hard day's learning, we kick off Happy Hour with a few drinks accompanied by community insights at our World Café Round Tables

- 16:15 World Café Roundtables**
5 roundtables - The World Café methodology seeks to foster an environment that is good for conversations to develop. The approach gets authentic conversations started in order to encourage the sharing of ideas in a relaxed, informal and creative atmosphere. See guidelines.

1. What are you doing to prepare for the new General Data Protection Regulation?
2. How do we balance the customer experience with keeping them safe and protecting against the risk of fraud? - As an operator how do you combat the threats we heard earlier on? What kind of measures and how will customers react?
3. What are your biggest challenges and top tips for preventing DDOS attacks?

Chair: Richard Wade, Director of Compliance and Responsible Gambling, **Rank Group**
Moderators:

Louisa-Jayne O'Neill, Vice Chairman, **The Information Assurance Advisory Council (IAAC)**

Paul Herzfeld, **Herzfeld Consulting**

Liam Church, Account Security Manager: Customer Commercial Operations, **Gala Coral Group**

Jason McGinty, Payments and Fraud Operations Manager, **BetVictor**

Tony Hughes, Creative Sector Specialist – Gaming, **Department for International Trade**

- 17:30** End of Cybercrime Security and Regulatory Compliance