

AGENDA PREVIEW

AGENDA SPONSOR



CLEVER
ADVERTISING

TUESDAY 17 SEPTEMBER

15:00 – 21:00

Pre-registration

[Hilton Olympia](#)

18:30 – 01:00

Networking & Drinks

[Hilton Olympia](#)

WEDNESDAY 18 SEPTEMBER

08:30 –

Registration Open

09:00 – 19:00

Exhibition Open

10:15 – 17:20

Sport in Focus

Conference Room 1

10:15 – 17:20

USA in Focus

Conference Room 2

10:10 – 17:20

Payment Expert Forum

Conference Room 3

10:15 – 17:20

European Markets

Conference Room 4

10:15 – 17:30

CasinoBeats Summit

Conference Room 5

10:15 – 17:30

CasinoBeats Summit

Conference Room 6

10:00 – 17:20

Digital Marketing Forum

Conference Room 7

17:00 – 19:00

Networking Drinks

Exhibition Area

20:00 – 02:00

Official Party

[Flight Club](#)

THURSDAY 19 SEPTEMBER

08:30 –

Registration Open

09:00 – 17:30

Exhibition Open

10:00 – 17:30

2020 Vision – The Future in Focus

Conference Room 1

10:00 – 17:30

Emerging Markets

Conference Room 2

10:00 – 17:30

Technology in Focus

Conference Room 3

10:20 – 17:30

Regulation in Focus

Conference Room 4

10:10 – 17:30

SBC Safer Gambling Forum

Conference Room 5

10:10 – 17:30

CasinoBeats Summit

Conference Room 6

17:00 – 20:00

Networking Drinks

[Hand & Flower Pub](#)

20:00 – 02:00

Awards & Official Party

[Natural History Museum](#)

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:

Paul Mills, Chief Operating Officer, SBC, paul@sbcgaming.com, +44 (0) 778 840 5551
Andy McCarron, Managing Director, SBC, andy@sbcgaming.com, +44 (0) 778 231 1768
Rasmus Sojmark, Founder / CEO, SBC, rs@sbcgaming.com, +44 (0) 789 049 5353

SPORT IN FOCUS

CONFERENCE ROOM 1

10:15 – 11:00

COMBAT SPORTS – PUNCHING ABOVE THEIR WEIGHT?

From boxing to MMA, pugilistic punters are responding to high profile bouts. How is the industry tapping into that in a responsible way? Can bookmakers be more creative in markets?

SPEAKERS

Sergey Portnov, CEO, Parimatch
Matt Scarrott, Sportsbook Director, Betvictor
Aly Lalani, Marketing Director, BetRegal
Tony Kenny, Head of Consumer & Sponsorship PR, William Hill

MODERATOR:

Jonathan Smith, Founder, Sportsbook Training Services

USA IN FOCUS

CONFERENCE ROOM 2

10:15 – 11:00

ROLL OUT: THE SHAPE OF THINGS TO COME

Sports betting in the US has been revolutionised in little over a year. What states now have regulation, what is allowed and what is on the horizon?

SPEAKERS

Jennifer Roberts, Associate Director, International Center for Gaming Regulation, UNLV
Evan Davis, VP and General Counsel, Sugarhouse Casino
John Levy, Chairman & CEO, theScore Inc.
Wayne Kimmel, Partner, SeventySix Capital

MODERATOR

Daniel Wallach, Founder, Wallach Legal

Payment Expert Forum

CONFERENCE ROOM 3

10:10 – 10:15

CHAIR'S OPENING REMARKS

Samuel Barrett, Director of Gaming, Trustly

10:15 – 11:00

IN BLOOM... BETTING'S FUTURE RELATIONSHIP WITH FINTECH

Global tech is witnessing its next paradigm shift being driven by new Fintech technologies disrupting all mechanisms related to financial processes, transactions and consumer interactions

SPEAKERS

Chris Smart, SVP Global Gambling & FX Sectors, Emerchantpay
Simon Dorsen, Director of Gaming, OKTO
James Baston-Pitt, Senior Business Development Manager, Onfido

MODERATOR:

Alfredo Lazcano, Gaming, Sports & Entertainment Lawyer, Lazcano Sámano, S.C.

EUROPEAN MARKETS

CONFERENCE ROOM 4

10:15 – 11:00

SPAIN – TRUST IN TRANSITION

The reform of Spanish gambling laws has become a heated political debate, as industry concerns grow on a new coalition government undertaking a tougher stance on betting incumbents.

SPEAKERS

Mikel Lopez de Torre, Chairman, Jdigital Spain & Director, Sportium
Pablo Espuela, International Development Manager, Luckia
Guillermo Olagüe Sánchez, Deputy Director of gambling regulation, DGOJ
Willem van Oort, Founder, Gaming in Spain
Santiago Asensi, Managing Partner, Asensi Abogados

MODERATOR

Christian Tirabassi, Senior Partner, Ficom Leisure

11:00 – 11:20 REFRESHMENT BREAK

11:20 – 12:05

ESPORTS – THE MAJOR SPORT YOU ARE NOT CARRYING

Despite its growing popularity around the world, esports struggles for space in the sportsbook. Are bookmakers right to give it a wide berth? Are there too many pitfalls associated with such a young sport? Are esports fans just not punters?

SPEAKERS

Marco Blume, Trading Director, Pinnacle
Brett Abarbanel, Director of Research, UNLV International Gaming Institute
Serge Vardanyan, Founder & CEO, WIN
Rohini Sardana, Head of Product Propositions, SIS

MODERATOR

Oskar Fröberg, CEO, Abios

11:20 – 12:05

USA – INTERNATIONAL STARS OR LOCAL HEROES?

States are opening at a steady rate, but how skewed are the laws to favour domestic companies? Where are the opportunities for EU operators to go there? Is it as a supplier? How do US punters differ from their European counterparts?

SPEAKERS

Matthew Cullen, SVP iGaming & Sports, Parx Casino
Nik Bonaddio, Chief Product Officer, FanDuel Group
Kresimir Spajic, SVP & MD, Online Gaming and Sports Betting, Hard Rock International
Bruce Merati, COO, BC Technologies

MODERATOR

George Rover, Managing Partner, Princeton Global Strategies

11:20 – 12:20

PAYMENTS IN EMERGING MARKETS

Major geographies are coming online for sports betting, such as the US, South America and India. What are the challenges in setting up a robust payments system in markets which have been hard wired against gambling in the past? Given that financial institutions are not known for their flexibility and speed, can the industry keep up with developing markets?

SPEAKERS

Paul Bolton, Head of Payments, GVC Group
Paloma Gonzalez, Head of Payments, Vbet / BetConstruct
Richard Connolly, Associate Director of Payments Business Development, Stars Group
Bryan Blake, CEO, Hexopay
Justin Ferrabee, CEO, Mazooma

MODERATOR

Andrea McGeachin, Chief Commercial Officer, NEOSURF CARD SAS

11:20 – 12:05

IRELAND – NEW RULES

The Irish market has faced a number of obstacles already this year with the imposition of a 2% tax on bookmakers, the redistribution of horse racing funds, and the proposed establishment of a new independent regulator. How can the market respond to heightened government involvement? Will a new regulatory body be the solution the Irish market needs?

SPEAKERS

Sharon Byrne, Chair, Irish Bookmakers Association
David Curran, Team Lead, Paddy Power Betfair
Shane McLaughlin, Managing Director, Ladbroke Services Ireland

MODERATOR

Joe Kelly, Partner, A&L Goodbody

SPORT IN FOCUS

CONFERENCE ROOM 1

12:05 – 12:50

EUROPEAN EXPANSION – PLANS FOR THE BIGGEST EURO CHAMPIONSHIPS

With the biggest ever Euros being held next summer, how are operators planning for the tournament? What areas should we be looking at?

SPEAKERS

Thanos Rigas, *Sports Betting & Trading Director, OPAP*
Erik Backlund, *Group Head of Sportsbook, Kindred Group*
Jamie Roxburg, *VP Betting, Stats Perform*
Lucas von Cranach, *CEO, OneFootball*

MODERATOR

Dinos Stranomitis, *COO, Altenar*

USA IN FOCUS

CONFERENCE ROOM 2

12:05 – 12:50

HOW CUSTOMERS ARE BETTING ON US SPORTS

The US has its own sports with their own idiosyncrasies when it comes to the ebb and flow of an event. NFL, MLB, NBA, NHL, how do the odds compilers approach each sport and how are the leagues facilitating deeper engagement with their sports?

SPEAKERS

Kuljeet Sindhar, *Director, International Fantasy & Gaming, NBA*
Joe Lee, *Head of GB&I, Paddy Power Betfair*
Paul Chopin, *Sports Betting & Trading Director, Golden Nugget*

MODERATOR

Steve Schrier, *CCO, SG Digital*

Payment Expert Forum

CONFERENCE ROOM 3

12:20 – 12:50

PLAYERS AUTHENTICATION AUTOMATION

The Rank Group is the largest retail casino operator for global markets with a unique omnichannel offering, delivering a well-rounded experience to its customers both online and instore. In this session, Umberto Corridori, will explain how SafeCharge Identity Manager has proven to be successful in complicated fraud prevention tasks, helping Rank in reducing eKYC screening time and increase conversions.

SPEAKER

Umberto Corridori, *SVP Sales EU, SafeCharge*

EUROPEAN MARKETS

CONFERENCE ROOM 4

12:05 – 12:50

DACH – VISION 2021

A ten-year wait sees Germany's Bundesrat finally agree on the guiding mandate which should deliver a federal gambling framework by 2021. Although a path towards gambling reform has now been drafted, can Germany's sixteen federal states deliver cohesive gambling policies for all stakeholders – operators, regulators, platform providers, sports clubs, advertisers etc...

SPEAKERS

Matthias Spitz, *Senior Partner, Melchers Law Firm*
Raffaella Zillner, *Secretary General, Austrian Association for Betting and Gambling (OVWG)*
Luka Andric, *Managing Director, DSWV*
Nico Jansen, *CEO, Bet IT Best*

MODERATOR:

Thomas Golding, *Chief Executive Officer, OGaming*

12:50 – 14:00 LUNCH

14:00 – 14:45

CRICKET – REACHING BEYOND BOUNDARIES

Given its popularity in India, Australia, South Africa and the UK, can the likes of the IPL, Ashes, Twenty20 and The 100 provide pioneering opportunities?

SPEAKERS

Chris Duncan, *Head of Sportsbook, Black-op Gaming*
Simon Cox, *Sports Trading Team Lead, Paddy Power Betfair*
Grant Fraser, *CEO & Co-founder, Digitonic*
Francois Vainker, *Commercial Manager – Cricket, Stats Perform*

MODERATOR

Mark McGuinness, *Director of UK Operations, Sportpesa*

14:00 – 14:45

THE AMERICAN DREAM – 12 MONTHS OF SPORTS BETTING

DraftKings CEO Jason Robins shares his experiences of life after PASPA that has made his company one of the biggest bookmakers in the States.

SPEAKER

DraftKings *Co-founder, DraftKings*

14:00 – 14:25

BUILDING A STACK FOR FUTURE OPPORTUNITIES & RISKS? – PRESENTATION BY MUCH BETTER

How should betting incumbents approach the development of their future payment stacks, and frameworks which face the risks of AI technologies and Machine Learning innovations, combined with further regulatory demands with attached to consumer engagements.

SPEAKERS

Jens Bader, *Co-Founder, MuchBetter*

14:00 – 14:45

ITALY – REACHING AN AUDIENCE

With sponsorship of football now at end, what can sports books do now to reach their audiences? Is this where the omni-channel model becomes even more important? What are the relevant constraints or advantages for the omnichannel model in the Italian market today?

SPEAKERS

Carmelo Mazza, *CEO, Betaland*
Marco Castaldo, *CEO, Microgame*
Barbara Beltrami, *Country Manager Italy, Kindred Group*
Carlo di Maio, *Managing Director, Gamenet Group*

MODERATOR

Nicola Tani, *Editor, Agiprio*

SPORT IN FOCUS

CONFERENCE ROOM 1

14:45 – 15:30
HORSERACING: IS THE SP SUSTAINABLE?

The struggles of the on-course bookmaker keep bringing the robustness of the SP into question, especially when a large overround emerges. Is there any way to improve the mechanism?

- SPEAKERS**
David Zeffman, Partner, CMS
Wayne Stevenson, Director, Corbett Sports
Peter Moulton, Managing Director, Andy Peters Racing
Shane McLaughlin, Managing Director, Betdaq
Richard Hayler, Managing Director, IBAS, & Director, SPRC

MODERATOR
Kevin Head, Head of Sportsbook, Star Sports

USA IN FOCUS

CONFERENCE ROOM 2

14:45 – 15:30
THE DATA ARMS RACE – HOW IMPORTANT WILL OFFICIAL DATA BE IN THE NEW WORLD?

A new market has opened up a new perspective on 'official' data to the sports betting world, with sport sleagues pushing for mandatory use of official data, regardless of cost.

- SPEAKERS**
Jack Davison, Chief Commercial Officer, Genius Sports Media
Jake Williams, Vice President of Legal & Regulatory Affairs, Sportradar US
Benjie Levy, COO & President, theScore Inc.
Jamie McKittrick, Head of Commercial, GVC Group

MODERATOR
Lee Richardson, Chief Executive, Gaming Economics

Payment Expert Forum

CONFERENCE ROOM 3

14:25 – 15:10
AGE CONCERN – WHAT HAVE BEEN THE EARLY IMPACTS ON THE GAMBLING COMMISSION'S NEW RULES?

The aim for onboarding players is to put as few obstacles to sign up as possible. However the new laws on age verification came in during May, so what effect have they had on the onboarding process? What could the gambling industry learn from the new age verification plans in other industries?

- SPEAKERS**
António Veríssimo, VP of Payments, Risk and Fraud, Addison Global / MoPlay
Warren Russell, CEO, W2, Co-chair, Age Verification Providers Association
Tony Allen, Founder & CEO, Age Check Certification Scheme
Stephen Armstrong, Group Money Laundering Reporting Officer, William Hill

MODERATOR
Vasilije Lekovic, Director of Gaming Accounts, Trustly

15:10 – 15:30
MOBILE PAYMENT TODAY: CAN AN ALTERNATIVE PAYMENT METHOD BE COMPLIANT AND POWERFUL AT THE SAME TIME?

- SPEAKERS**
Beyza Orazova, Business Development Manager, iGaming, DIMOCO

15:30 – 15:50
REFRESHMENT BREAK

15:50 – 16:35
CRYPTO: REALITY FOLLOWS THE HYPE!

The expectations of cryptocurrencies impact on the betting industry, have been replaced with scepticism and distrust of a technology once branded as the sector's most likely disruptive force. As betting drives a 'responsibility first agenda', does sector leaders hold any plans to partner with tainted crypto incumbents?

- SPEAKERS**
Isabelle Delisle, Head of Payments, Pinnacle
Stephen Quinn, Group Chief Strategy Officer, OpenPayd
Andrew Clover, CEO, Credis UK

MODERATOR
Miguel Augustin, Vice President of Product Management, OPTIMA

EUROPEAN MARKETS

CONFERENCE ROOM 4

14:45 – 15:30
NORDICS – NAVIGATING RISKY WATERS IN UNCERTAIN TIMES

Sweden's opening has been met with political and media skepticism, and concerns from operators about an overzealous regulator. Norway's government has implemented its toughest stance on 'remote gambling operators', pressuring national stakeholders to implement tough restrictions on IP access and financial transactions.

- SPEAKERS**
Gustaf Hoffstedt, Director General, Bos.nu
Jari Vähänen, SVP International Affairs, Veikkaus
Fredrik Wastenson, CEO, Svenska Spel Sport & Casino

MODERATOR
Henrik Norsk Hoffmann, Partner, Nordic Gambling

15:30 – 15:50
REFRESHMENT BREAK

15:50 – 16:35
GOING DUTCH

As the clock is ticking up to the kick-off early 2021 of a regulated online gambling market in the Netherlands, many questions about secondary legislation and related regulations remain. In this session a panel of experts on the Dutch market will discuss the key crossroads coming up.

- SPEAKERS:**
Sam Depoortere, Business Director Sportsbook, Nederlandse Loterij
Holland Casino
Peter-Paul de Goeij, Managing Director, Speel Verantwoord

15:30 – 15:50
REFRESHMENT BREAK

15:50 – 16:35
TENNIS – REBUILDING THE LOVE

The decision to restrict data from the developmental tour was unprecedented – but is it having the effect the authorities want it to have? And are there unintended consequences?

- SPEAKERS**
Simon Schleich, Managing Director, eMotion sports GmbH
Rob Blakeley, Head of Tennis, Sky Betting & Gaming
David Lampitt, Managing Director Sports Partnerships, Sportradar
Jason Foley-Train, Integrity Consultant

MODERATOR
Russell Yershon, Founder, Connecting Brands

15:50 – 16:35
JOSTLING FOR POSITION – AFFILIATION WORTH THE INVESTMENT?

Given that most of the sports betting regulations are heavily retail focused, is the affiliate gold rush all it's cracked up to be? Or is the New Jersey experience enough on its own? What can affiliates do with traffic in non-regulated states?

- SPEAKERS**
Mark Harper, General Manager, Covers Media Group
Or Lifshitz, CEO & Founder, Sidelines
Adam Rosenberg, Managing Director and Global Head of Gaming & Leisure, Fortress Investment Group
David Levy, Head of M&A, XLMedia

MODERATOR
Robert Davidman, Partner, Fearless Agency

SPORT IN FOCUS**CONFERENCE ROOM 1****16:35 – 17:20****INTERNATIONAL RACING
– THOROUGHBRED AND
GREYHOUND RACING**

Horsing and greyhound racing is built for betting. But are there too many different formats around the globe? Do the differences put off punters or not? Do greyhound races travel better than horses?

SPEAKERS

Adrian Molloy, *General Manager – Wagering, Greyhound Racing NSW*
Aidan Barry, *Trading and Liquidity Director, Matchbook Betting Exchange*
Thomas Golding, *Chief Executive Officer, OGaming*
David Sargeant, *Sports Betting Strategy Consultant, iGaming Ideas*

MODERATOR

Todd Buckingham, *CEO, The BetMakers*

USA IN FOCUS**CONFERENCE ROOM 2****16:35 – 17:20****EUROPE'S GOT TALENT?
RECRUITING IN THE US**

The sudden acceleration of sports betting has left operators, suppliers, affiliates and even regulators with massive challenges in recruiting experienced staff. What skillsets are needed in the US now and longer term?

SPEAKERS

Benjie Cherniak, *President, Don Best Sports*
Jonathan Michaels, *Senior Director, AGA (American Gaming Association)*
George Rover, *Managing Partner, Princeton Global Strategies*
Brianne Doura, *Legislative Director, NCPG*

MODERATOR

Bill Pascrell III, *Strategic Advisor/ Public & Government Affairs, Princeton Public Affairs Group*

**CONFERENCE ROOM 3****16:35 – 17:20****HAND IN HAND... THE FUTURE OF
PAYMENTS AND DATA**

PSD2 compliance across Europe came into force on the 14th and as the payment landscape continues to develop rapidly, so does the need for data. Alongside the introduction of tech such as 5G and Internet of Things (IoT) comes an argument for an entirely open data economy.

SPEAKERS

Jamie Frendo, *Head of AML & Risk Operations, Betsson Group*
Laurent Reysbosch, *VP of Sales, Checkout.com*
Joaquim Duarte Silva, *Financial Director, Bet Entertainment Technologies*
Paul Marcantonio, *Head of UK & Western Europe, Ecommpay*

MODERATOR

Marc Wood, *Global Gaming Sales Director, Pay360*

EUROPEAN MARKETS**CONFERENCE ROOM 4****16:35 – 17:20****EASTERN EUROPE**

Changes to the laws in Slovakia & Czech Republic have opened up some new opportunities. Recent external investments in Poland and Azerbaijan also highlights the potential in those markets. But what's the best route to market?

SPEAKERS

Dusan Zuza, *CEO, rampART*
Jakub Swislawski, *Head of Marketing, Betfan*
Denisa Marcekova, *Managing Director, Czecho-Slovak Online Gambling Association*

MODERATOR

Bogdan Coman, *Executive Director, Rombet*

2020 VISION – THE FUTURE IN FOCUS

CONFERENCE ROOM 1

10:00 – 11:00

STICK OR TWIST... THE AGENCY CONUNDRUM

Facing betting's toughest advertising landscape, in the past 12-months the majority of tier1 betting operators have called for marketing agency reviews, assessing media planning, brand profiles and creative strategies.

SPEAKERS

- Dan Towse**, *Head of Brand*, Marathonbet
- John Cole**, *Group Director Brand Partnerships - Sport*, Gambling and Alcohol, LADbible Group
- Matt Wilson**, *CEO*, Ball Street Network
- Josh Linforth**, *Commercial Director*, Genius Sports Media
- Jonathan Edelshaim**, *CEO*, Natural Intelligence

MODERATOR

Dan Levy, *VP Partnerships and Communications*, Smarkets

EMERGING MARKETS

CONFERENCE ROOM 2

10:00 – 11:00

LATAM – LOOKING AT REGULATION

Brazil has been looking into regulating sports betting but there are also moves in Mexico and Colombia. What type of model is likely to be adopted in the different markets? How tricky will the licensing be for international companies?

SPEAKERS

- JD Duarte**, *CEO*, Betcris
- Juan F Rengifo Borrero**, *Managing Director*, Suramérica Football Club
- Graham Luke**, *Business Development Consultant*, Marathonbet
- Christian Maglia**, *COO*, Stanleybet Group
- Andrew Cochrane**, *Chief Development Officer*, SBTech

MODERATOR

Macarena Rodicio, *industry journalist*

TECHNOLOGY IN FOCUS

CONFERENCE ROOM 3

10:00 – 10:20

MONEYBALL, AI AND SPORTS ANALYTICS

Moneyball was published over 15 years ago. What has changed in sports analytics? How has AI, data science and a focus on data-driven decision making changed the way sports organizations operate?

SPEAKER

Andrew Engel, *GM*, Sports and Gaming, DataRobot

10:20 – 10:40

HOW CAN SCIENCE HELP BUILD RELATIONSHIPS?

SPEAKER

Asaf Cohen, *VP Revenue*, Optimove

10:40 – 11:00

A MODERN LOVE STORY: MACHINE LEARNING ENGINES & THE GLOBAL SPORTS BETTING INDUSTRY

SPEAKERS

Lloyd Danzig, *Chairman & Founder*, ICED(AI)

11:00 – 11:20

PRESENTATION: OPTIMA

SPEAKER

Jacob Lopez Curciel, *Founder & CEO*, OPTIMA

11:20 – 12:00

UX – REVOLUTIONISING THE CUSTOMER JOURNEY

What are our customers telling us about how they want to interact with betting brands? Is the time right for IPTV?

SPEAKERS

- Lucy Neilson**, *Head of User Experience*, Lottoland
- Ben Marley**, *Head Of Market Development*, Feefo
- Steve Miller-Jones**, *Vice President of Product Strategy*, Limelight Networks
- Alessandro Fried**, *Chairman and CEO*, BtoBet

MODERATOR

Jesse Learmonth, *Director of Product Management*, Pinnacle

REGULATION IN FOCUS

CONFERENCE ROOM 4

10:20 – 11:00

CLAMPDOWN – ASSESSING THE IMPACT OF THE LATEST RESTRICTIONS ON THE UK MARKET

Online and retail bookmakers have been hit with major changes this year, just how is the market responding to these changes and how can it prevent more restrictions down the line?

SPEAKERS

- Howard Chisholm**, *Director*, Bookmakers Technology Consortium
- Andrew Tottenham**, *Managing Director*, Tottenham & Co
- Robert Griffin**, *CEO*, Miracl
- Marc Thomas**, *Partner*, Propus Partners

MODERATOR

Natalie Berenato, *Director*, The Roll of the Dice

11:00 – 11:20 REFRESHMENT BREAK

11:00 – 11:20 REFRESHMENT BREAK

11:20 – 12:05

PULLING UP? DOES RACING NEED TO IMPLEMENT CUTS?

Given the bleak future painted for retail bookmakers, how will racing address the shortfall in funds? What impact will fewer races have on remaining industry? Given the sport's other regulatory obligations such as welfare, what are its options?

SPEAKERS

- Stephen Emberson**, *Betting Integrity Manager*, Betway Group
- Nick Rust**, *Chief Executive*, British Horseracing Authority
- Tom Byrne**, *Operations Manager*, Horserace Betting Levy Board
- Ben Keith**, *Founder and Owner*, StarSports Bet

MODERATOR

Philip Canavan, *Director*, SEM Global

11:20 – 12:05

AFRICA – STRONG AND STABLE

Nigeria, Kenya, South Africa all have regulations with some notable success stories. How can operators and suppliers enter these markets, what are the different challenges and how big are the potential revenues?

SPEAKERS

- Tyrone Dobbin**, *Managing Director*, Sportingbet South Africa
- Mathew Symmonds**, *CEO & Founder*, Web Analysis Solutions Limited
- Richard Gale**, *Vice President*, Sports, Catena Media
- Conor O'Donovan**, *CEO*, Betyetu Group

MODERATOR

Simon Burrell, *Director*, Bettor Football Ltd,

11:20 – 12:00

REGULATORY CREEP – THE LONG ARM OF THE LAW

What can the industry do when gambling regulators start extending their reach beyond their remit? Or are these issues better served by a responsible regulator rather than in a knee-jerk febrile political environment?

SPEAKERS

- Martin Lycka**, *Director of Regulatory Affairs*, GVC Group
- Steve Donoughue**, *Gambling Consultant*
- David Clifton**, *Partner*, Clifton Davies
- David Williams**, *Director of Public Affairs*, Rank Group

MODERATOR

Jake Pollard, *Communications and Content Consultant*, Clear Concise Media

12:00 – 12:15

THE COUNCIL OF EUROPE CONVENTION AND ITS SIGNIFICANCE FOR SPORTS BETTING OPERATORS

SPEAKER

Ludovico Calvi, *President*, GLMS

2020 VISION – THE FUTURE IN FOCUS

CONFERENCE ROOM 1

12:05 – 12:50

RETAIL – LEVERAGING THE CUSTOMER EXPERIENCE

Why betting outlets can be a key part to an operator's portfolio, especially as restrictions increase on advertising and marketing. How can bookmakers enrich the customer experience to make the retail channel the preferred one for customers?

SPEAKERS

Sami Kauhanen, *Vice President – Betting, Veikkaus*

Peter Woodfine, *Business Development Director, Vermantia*

James Coxon, *Business Development Director, SBTech*

Jens Nielsen, *Sports Betting Director, Danske Spil*

MODERATOR

Marc Thomas, *Partner, Propus Partners*

EMERGING MARKETS

CONFERENCE ROOM 2

12:05 – 12:50

EXPLORING NEW MARKETS AND BUSINESS OPPORTUNITIES IN ASIA

With attitudes towards legalised gambling seemingly softening, what are the opportunities going to look like in Asia? This session provides an overview of the latest market trends, with insights into the latest developments of sports betting

SPEAKERS

Rune Loderup, *Chairman, Goldblue AB*

Marcos Oliveira, *Chief Affiliate Officer, Clever Advertising AGTech*

MODERATOR:

Monica Rangel, *COO and Partner, Gamesoft*

TECHNOLOGY IN FOCUS

CONFERENCE ROOM 3

12:00 – 12:20

PERSONALISED SPORTS CONTENT AS THE FUTURE OF SPORTSBOOK ENGAGEMENT STRATEGY

SPEAKER

Alex Kornilov, *Managing Director, Betegy*

12:20 – 12:50

NEXT GENERATION CUSTOMER ACQUISITION, ENGAGEMENT AND RETENTION FOR BETTING BRANDS, CASINOS AND LOTTERIES

This session explores an innovative new approach in how personalising inbound and outbound messaging can maximise an operator's customer acquisition, engagement and retention strategies – blending the boundaries of Paid and Owned media.

SPEAKER

Brendan O'Kane, *CEO, OtherLevels*
Josh Linforth, *Commercial Director, Genius Sports Media*

REGULATION IN FOCUS

CONFERENCE ROOM 4

12:15 – 12:50

HUB OF OPERATIONS

With an increasing trend for regulated local markets, and the implications of Brexit, what are operators looking for in an international hub? For companies thinking of expanding operations internationally, where provides the best opportunity?

SPEAKER

Ludovico Calvi, *President, GLMS*
Scott Anderson, *VP of Marketing and Commercial Services, CenturyLink*
Alexis Murphy, *CEO, Betfirst*
Tom Hardman, *COO, Smarkets*

MODERATOR

Amy Wallace, *General Counsel, Onfido*

12:50 – 14:00 LUNCH

14:00 – 14:45

CMO PANEL – ENTERING THE UNKNOWN

Adjusting to advertising restrictions, combined with the pressures of a heightened social responsibility and sustainability agenda – Has marketing become betting's hardest discipline?

SPEAKERS

Viktor Hoffmann, *CMO, VBET*

Panos Konstantopoulos, *CMO, Betano & Stoiximan*

Mark Thorne, *CMO, betFIRST*

Shane Stafford, *CMO, Matchbook*
Alina Yakirevich, *CMO, Fonbet*

MODERATOR

Ricardo Pinto, *Chief Marketing Officer, Clever Advertising Group*

14:00 – 14:45

INDIA – PROMISING MARKET

One of the great untapped betting markets, India is expected to be a hotbed of activity if and when it regulates. In the meantime, can fantasy sports fill the gap?

SPEAKERS

Christian Tirabassi, *Senior Partner, Ficom Leisure*

Charlie Zhang, *Vice President, AGTech*

Marc Israney, *Partner, Propus Partners*

MODERATOR

Nathan Rothschild, *Co-Founder & Partner, Genius Tech Group*

14:00 – 15:00

TECH TALKS: INDUSTRY CTO PANEL

Is the infrastructure flexible enough to withstand implementation in different jurisdictions with multiple regulatory challenges?

SPEAKERS

Omer Efraim, *CTO, Olympic Entertainment Group*

Robin Harrison, *CTO, Smarkets*

Pierluigi Chiusolo, *CTO, Stanleybet Group*

Aris Dimarakis, *CTO, Betano & Stoiximan*

Maurice Meijer, *CTO, Nederlandse Loterij*

MODERATOR

Jacob Lopez Curciel, *Founder & CEO, OPTIMA*

14:00 – 14:45

THE THIN LINE BETWEEN LEGAL AND AFFORDABLE

As the screws tighten on regulated markets with increased, sometimes nonsensical, restrictions, how long before the door opens for less scrupulous operators?

SPEAKERS

Vladimir Dratšjov, *Head of Business Development, Olympic Entertainment Group*

Lee Gray, *Head of Fraud and MLRO, Star Sports*

Tim De Borle, *COO, Napoleon Sports & Casino*

Harry Cott, *CEO, beBettor*

MODERATOR

Joe Ewens, *Managing Editor, GamblingCompliance*

2020 VISION – THE FUTURE IN FOCUS

CONFERENCE ROOM 1

EMERGING MARKETS

CONFERENCE ROOM 2

TECHNOLOGY IN FOCUS

CONFERENCE ROOM 3

REGULATION IN FOCUS

CONFERENCE ROOM 4

15:30 – 15:50 REFRESHMENT BREAK

14:45 – 15:30

CEO PANEL – WHAT IS THE FUTURE FOR SPORTS BETTING?

With many casino firms using sportsbooks as loss leaders for customer acquisition, where does that leave the traditional bookmaking model? Are we all going to end up overbroke?

SPEAKERS

Jesper Svensson, CEO, Betsson
Dominik Beier, Speaker of the Board, Interwetten
Paris Smith, CEO, Pinnacle
Lahcene Merzoug, CEO, ComeOn!
Niels Erik Folmann, CEO, Danske Spil

MODERATOR:

Keith O'Loughlin, SVP, Sportsbook and Platforms, SG Digital

14:45 – 15:30

OPPORTUNITIES AND CHALLENGES IN THE CIS MARKET

Formerly regarded as 'under the radar markets', the CIS block has been brought to the top of leadership agenda, with Flutter Entertainment acquiring Adjarabet at the start of 2019.

SPEAKERS

Stan Reoutt, CEO, Fonbet
Tamara Babits, CMO, Parimatch
Archil Kakhidze, CEO, adjarabet.com
Maxim Afanasyev, CPO, Liga Stavok
Nik Rudenko, CMO, Favbet

MODERATOR

Lasha Machavariani, CEO/Founder, Setanta Sports Media

15:00 – 15:30

TECH TABLES

A series of champagne roundtables which will address the industry's most pressing tech issues

Discussions include:

- PLATFORM
 - **Nicky Ershadi**, Sportsbook Director, Gamingtec
- CYBER SECURITY
 - **Robert Griffin**, CEO, Miracl
- CASH OUT
 - **Jake Benzaquen**, COO & Head of Product, Prophet
- USER EXPERIENCE
 - **Jesse Learmonth**, Director of Product Management, Pinnacle
- LOTTERIES
 - **Stuart Godfree**, Co-Founder, Mkodo

14:45 – 15:30

THE FUTURE OF ADVERTISING

Italy have banned it and there are more restrictions in Spain and the UK. Are we heading towards a Europe-wide ban?

SPEAKERS

Quirino Mancini, Partner, Tonucci & Partners
William Woodhams, Chief Executive Officer, Fitzdares
Carmelo Mazza, CEO, Betaland
Andrew Taylor, Regulatory Policy Executive, Advertising Standards Authority

MODERATOR

David Clifton, Partner, Clifton Davies

15:50 – 16:35

SPORTING VISION – WORKING WITH THE INDUSTRY ON INTEGRITY

How do sports view their partnerships with the gambling industry in the battle against results fixing? What's effective and where can improvements be made? What can the sports learn from each other?

SPEAKERS

Khalid Ali, General Secretary, IBIA
Gilles Maillet, Director of Sports Integrity, FDJ
Matt Perry, Education and Training Manager, Tennis Integrity Unit

15:50 – 16:35

EXPANSION INTO GLOBAL TERRITORIES: THE LEADERSHIP CHALLENGE OF GOING GLOBAL

What are the new products hitting the market place and where? What are the essentials you should know before launching into a new market and how much budget should you commit? Analysing business model changes and expansion strategies that have succeeded.

15:50 – 16:35

M&A – GOD'S PLAN

How should M&A stakeholders assess the industry's current context, as the sector is faced with the unknown opportunity US expansion versus Europe's regulated market predicaments (UK, Italy, Sweden, Spain).

SPEAKERS

Julian Buhagiar, Co-Founder, RB Capital
David Shapton, Partner, Head of M&A, Akur Capital
Marek Smrha, Invest Manager, Penta Investments

MODERATOR

Anton Kaszubowski, Founder, Greenlaw Limited

HALL OF FAME PANEL

SPEAKERS

Mark Blandford, Founder, Sportingbet
Norbert Teufelberger, Co-founder, Bwin
Richard Flint, Former CEO, Sky Betting & Gaming

MODERATOR

Sue Schneider, VP Growth & Strategy, Americas, SBC