

CONFERENCE & EXHIBITION PROGRAMME



Betting on Sports is the premium business conference for the sports betting industry. Spread across two days, Betting on Sports is a must-attend event for betting industry professionals and those that deal with the sector. They do not come bigger than this one!

Betting on Sports is also the largest sports betting industry conference with:

- 70+ speakers
- 600+ delegates
- 6 events over 2 days

The conference is held on the 15 & 16 September at the prestigious 5-Star Grange Tower Bridge Hotel in London. Delegates will experience world class hospitality, unlimited networking and business opportunities within the exhibition hall, and top of the class speaker sessions from industry experts.

CONFERENCE & SPEAKERS

- Leading industry speakers and experts from sports and gaming industries
- Executive focused and knowledge-led industry conference
- Explore important topics such as live betting engagement, customer acquisition, betting integrity, new market entrants, innovation in virtual ports, developments in horse racing and opportunities in eSports

EXHIBITION, BUSINESS & NETWORKING

- High profile event venue at the Grange Tower Bridge Hotel
- C-Level and senior execs attendance across all gaming verticals
- High turnout of tier 1 & 2 Bookmakers
- Attendance set at 80% betting governance & corporate leadership level
- Networking, expo and gaming areas open throughout day 1 and 2
- Breakfast, lunch, refreshments, networking bar and party included for all delegates
- Coverage by media and press, including editorial, photos and video



700
Delegates



80+
Gambling operators



30
Countries represented



200+
Senior Decision Makers



70+
World-Class Speakers



20+
Sports & Organisations

Who Attends?

| | |
|---------------------------|-----|
| Operators | 25% |
| Suppliers | 20% |
| Services | 20% |
| Affiliates | 8% |
| Payments | 5% |
| Compliance & Law | 8% |
| Recruitment | 3% |
| Clubs & Organisations | 15% |
| Job Titles | |
| CEOs / Chairman / Founder | 20% |
| Director | 40% |
| Manager | 30% |
| Other | 10% |

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EiG (Excellence in iGaming), Booth #321, Berlin, Germany



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WWW.BETCONSTRUCT.COM

EXHIBITION & BUSINESS:

The Exhibition at Betting on Sports will serve as the main hub of the event. Not only will delegates be able to see the latest products and services in the betting industry and related industries, but it is also where the food and refreshments are provided and the venue for the networking drinks on the first day of the conference.

This year we are introducing a Conference App where delegates can access a list of attendees, with the option to message one another to arrange meetings pre-event and during the event. The App can be accessed via web browser or downloaded from Google Play or iTunes Store, and each delegate can customise it to plan their event in full, including conference agenda, session schedule, event activity feed, venue information etc.

SESSIONS & CONFERENCE:

With 70+ top industry speakers across the entire programme, the conference has been split into multiple tracks. Delegates can explore important topics such as live betting engagement, customer acquisition, betting integrity, new market entrants, innovation in virtual sports, developments in horse racing and opportunities in eSports.

THE OFFICIAL NETWORKING DRINKS AND PARTY:

From 18:00 to 20:30 we will have free drinks and food served in the main Expo Hall for all the delegates. From 20:30 there are dinners organised by SBC, and from 21:30 to 2:00 in the morning we will continue with the Official Betting on Sports Networking Drinks and Party.

THE C-LEVEL EXECUTIVE MANAGEMENT EVENT:

The CEO Management Event will bring about 40 CEO's from leading sportsbook operators and 20 CEO's from the supplier side. This is the only strategic and networking event for leading sportsbook operators and suppliers in the gaming industry.

THE AFFILIATE SPORTS BETTING EVENT:

The Affiliate Event is organised in partnership with TAG Media and will see the top 30 sports betting affiliates attending Betting on Sports. The affiliates are treated to accommodation, dinners and tailored sessions thanks to sponsors such as 138.com, Betway, EnergyCasino, LeoVegas, Marathonbet, BetOnBrazil and VIKS.com.

THE BIG FOUNDATION SPORTS CHARITY GALA DINNER:

Betting on Sports will then sign off with a fittingly glamorous finale at the BiG Foundation Sports Charity Gala Dinner on Friday 16th September. The charity event will focus on attracting donations from the betting and gaming industry for those in difficult circumstances. It's black tie, champagne cocktail reception, 3 course gala dinner, appearances from celebrities David "Hayemaker" Hay, Ricky "The Hitman" Hatton, Ray Parlour, Ollie Phillips, James Haskell, and other celebrities.



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7 - 12 website / app hits by cardholders*

For more information, visit us at Betting on Sports
The Grange Tower Bridge on 15 & 16 September 2016.

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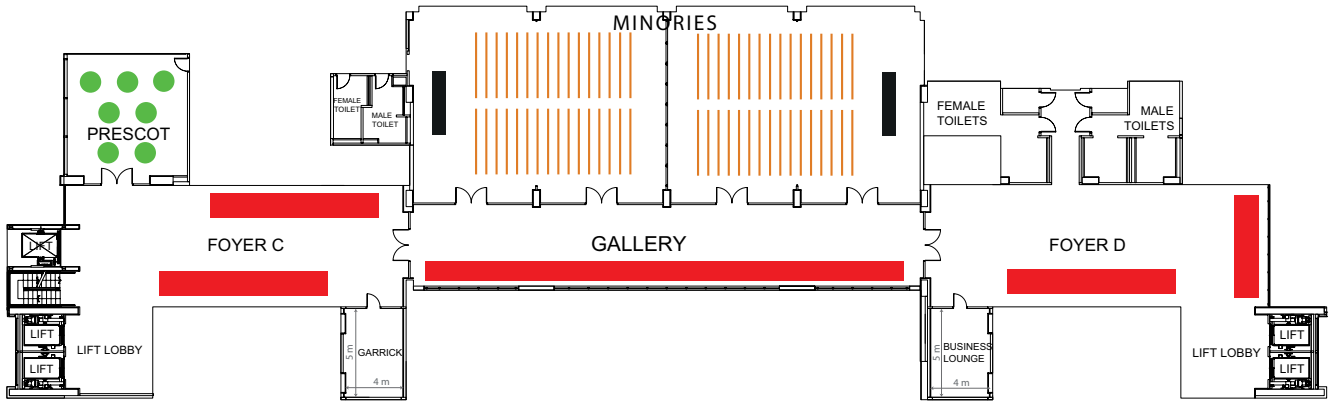
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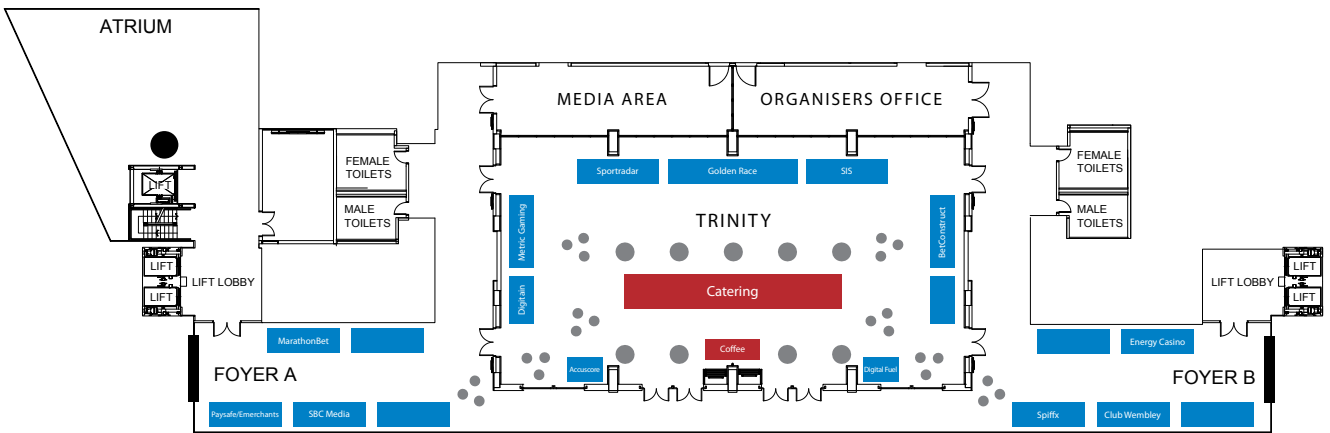
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SESSIONS



EXHIBITIONS



SPONSORS



FULL AGENDA – DAY 1 – THURSDAY 15 SEPTEMBER

MAIN TRACK

BREAKOUT SESSION

08:00 – 09:30 REGISTRATION COFFEE – SPONSORED BY **Kambi**

Morning coffee provided for delegates arriving first thing until the start of the first conference session.

10:30 – 20:30 Exhibition Area Open. The exhibition areas in The Trinity and The Foyer opens for the day

09:30 – 10:10

FIRM TO SOFT? THE STATE OF THE BETTING INDUSTRY IN 2016, BREXIT AND BEYOND

After constant legislative changes over the past few years, will the gambling industry be able to concentrate on operating or will there be more tidal waves in the shape of consolidation and money laundering?

Paul Leyland, Founding Partner, Regulus Partners

10:10 – 10:50

DIFFERENT BALL GAME – HOW BETTING CAN PARTNER WITH SPORT TO REACH A NEW AUDIENCE

Bookmakers are using a range of sports for marketing purposes, but which sports are proving to be the best, and most accommodating, partners? Sponsorship and advertising from the gambling industry is a huge part of income from many sports. This panel will discuss the different ways in which bookmakers can get involved with some of the world's most popular sports.

Tom Seymour, Commercial Director, Durham County Cricket Club

Tony Kenny, Head of PR Sponsorship, William Hill

Carmelo Mazza, CEO, OIA Service LTD

Henry Chappell, CEO, Pitch PR

09:30 – 10:50

FUTURE SHOCK – MONEY LAUNDERING, DATA PROTECTION & RESPONSIBLE GAMBLING

As the Government proposes stringent new regulations to both toughen and widen the reach of both anti-money laundering and data protection regulations and the Gambling Commission looks to gambling operators to deliver on still further social responsibility licensing conditions, this pacy interactive workshop, aimed at operators, marketeers and compliance professionals, examines the interrelationship of the measures, their operational impact and your vulnerabilities.

Roy Ramm, Managing Director, ExtraYard

David Clifton, Director,

Clifton Davies Consultancy

Suzanne Davies, Director,

Clifton Davies Consultancy

Jenny Williams, former CEO,

Gambling Commission

10:50 – 11:20 REFRESHMENT BREAK – SPONSORED BY

– A chance to perk up and do some early networking away from the conference floor

11:20 – 12:00

BONUS SESSION – WHY THE INDUSTRY NEEDS TO WISE UP ON ITS PLAYER ACQUISITION STRATEGIES – SPONSORED BY VE INTERACTIVE

Attracting new players is a competitive field with CPA on the rise and unease over sign-up offers and extensive advertising. Do customers even believe sign up offers any more? Is retention a lost art?

Harry Lang, Marketing Director, Pinnacle

Richard Hayler, Managing Director, IBAS

Vahe Balouljian, CEO, BetConstruct

Alon Tvina, Chief Commercial Officer, Optimove

FULL AGENDA – DAY 1 – THURSDAY 15 SEPTEMBER

MAIN TRACK

12:00 – 12:30

PLAYING FAIR ON INTEGRITY – HOW BETTING PUT THE BALL IN SPORT'S COURT

A look at how betting and sport have been working together to cut down on match fixing and the improvements that need to be made.

Alex Inglot, Director of Communications, Sportradar


Bill South, Group Director of Security, William Hill

Phil Suddick, Information Manager, TIU

Chaired by Eugene Delaney, Head of B2B, Racing Post

BREAKOUT SESSION

12:30 – 15:00

NETWORKING LUNCH BREAK – SPONSORED BY 

15:00 – 15:40

IN-PLAY TIME – USER ENGAGEMENT IN LIVE BETTING ENVIRONMENTS

Is the industry creating dynamic products for new users? How can the market optimise sports betting markets in live environments? How can you build effective pre-market campaigns and increased user retention?

Tom Light, Director of International Business Development, SBTech

Paul Witten, Commercial Director, SIS

Jack Davison, CCO, BetGenius

Chaired by Lennart Gillberg, Founder, SpiffX

15:40 – 16:20

PREDICTING THE FUTURE OF SPORTS BETTING – SPONSORED BY TXODDS

High-level bookmaker panel discussing the trends in the betting industry and how it interacts with sport.

Fabio Schiavolin, CEO, SNAI

Viktor Hoffmann, CEO, Marathonbet

15:00 – 15:40

REGULATION TIME: HOW DO REGULATORS PERCEIVE THE THREATS TO SPORTS BETTING?

A panel containing some of Europe's key regulators to discuss the areas where the betting industry can help itself by amending its procedures.

Quirino Mancini, Partner, SCM Lawyers

15:40 – 16:20

NUANCES AND PARTICULARITIES OF THE BETTING COMPANIES IN THE CIS MARKET

Sergey Portnov, CEO of Ukraine betting operator Parimatch, shares his views on how the CIS market operates and how the individual bookmakers serve their customers in the region.

Sergey Portnov, CEO, Parimatch

16:20 – 16:40 REFRESHMENT BREAK

A break for refreshments and the chance to do some more networking away from the conference floor

16:40 – 17:20

NEW FACES – THE AMBITIONS OF THE LATEST S PORTSBOOK BRANDS – SPONSORED BY SECURE TRADING

This year has seen an influx of new betting sites. What are their plans and how do they fit into the industry eco-system?

Johan Styren, CEO, LeoVegas

Silvia Hoppe, Chief Brand Officer, Cyberplay Senior Executive, Sun Bets

Chaired by Jonathan Smith, Founder, Sportsbook Training Services

16:40 – 17:00

HOW A COMMERCIAL OPPORTUNITY IS EMERGING IN THE REGULATED ESPORTS BETTING SECTOR

As unregulated 'skin betting' attracts unwanted attention, focus must switch to the rapidly maturing eSports betting product offered by regulated bookmakers across the world. Moritz Maurer, Head of eSports at BetGenius, dissects the opportunity and discusses what it takes to cash in on this burgeoning market.

Moritz Maurer, Head of eSports, BetGenius

FULL AGENDA – DAY 1 – THURSDAY 15 SEPTEMBER

BREAKOUT SESSION

17:00 – 17:20

How to use big data to predict sporting outcomes

James Waterhouse, CEO of Equotion, explains how his firm crunches big data in order to generate accurate predictions for horseracing and how the model can be extrapolated to other sports.

James Waterhouse, CEO, Equotion

NETWORKING

17:30 – 20:00

NETWORKING DRINKS

The chance to chat and relax in the Trinity Suite after a full first day

17:30 – 19:00

ESPORTS SOCCER TOURNAMENT

– **SPONSORED BY DIGITAL FUEL**

Pit your wits against industry contemporaries by entering the Esports Soccer Tournament.

19:30 – 20:30

AIR HOCKEY CHAMPIONSHIPS

– **SPONSORED BY ACCUSCORE**

Be crowned air hockey champion of the gambling industry by entering these championships.

20:30 – 22:00

BETTING ON SPORT FOOSBALL CHAMPIONSHIP

– **SPONSORED BY BET ON BRAZIL**

Our wildly successful Foosball Tournament from Betting on Football makes a comeback!

20:00 – 00:00

BETTING ON SPORTS C-LEVEL DINNER

An exclusive, invite-only get together for industry leaders at a secret location

20:00 – 00:00

BETTING ON SPORTS AFFILIATES DINNER

An exclusive, invite-only get together for sports betting affiliates at a secret location

20:00 – 01:00

BETTING ON SPORTS AFTER PARTY

An chance to let your hair down in the Trinity and Atrium rooms



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DELIVER THE EXPERIENCE



FULL AGENDA – DAY 2 – FRIDAY 16 SEPTEMBER

REAL SPORTS TRACK

DIGITAL SPORTS TRACK

BREAKOUT SESSION

09:00 – 10:00 REGISTRATION COFFEE – SPONSORED BY Kambi

Morning coffee provided for delegates arriving first thing until the start of the first conference session.

10:00 – 16:30 Exhibition Area Open. The exhibition areas in The Trinity and The Foyer opens for the day

09:30 – 10:10

TIME OUT – HOW TO PROVIDE US SPORTS TO THE EUROPEAN PLAYER – SPONSORED BY DON BEST SPORTS

US sports have their own fan base but also have their own quirks. What are the advantages behind offering US sports and what do you have to be careful of?

Nathan Rothschild, Co-Founder & Partner, iSport Genius
Peter Bertilsson, CEO, Metric Gaming
Chaired by Benjie Cherniak, President, Don Best Sports

10:10 – 10:50

STARTER'S ORDERS – HOW IMPORTANT IS HORSERACING TO THE UK MARKET AND BEYOND?

The introduction of the ABP this year had many bookmakers taking a long look at the horseracing product and the benefits that it brings in terms of customer retention. With a horse racing betting right on the horizon, can bookmakers afford to not offer the sport? Is the Levy back in play after the Brexit vote? What will happen when the Tote's 7-year exclusive pool betting licence expires?

Bill Mummery, Executive Director, Celton Manx/SBOBet
Russell Yershon, Industry Consultant
Chaired by Lee Richardson, Founder & CEO, Gaming Economics

09:30 – 10:10

EMARKETING – THE COMMERCIAL OPPORTUNITIES AROUND ESPORTS

So far Dafabet are the only big bookmaker to sign an official partnership with a major esports organisation (Fnatic). How's this partnership been for both parties, and is there value in team sponsorship? How about sponsored tournaments? There are huge opportunities due to the copious amount of tournaments both online and LAN, with many filling out stadiums... Would ESL consider bookmakers being affiliated with tournaments, the ESL One Betway Katowice for instance?

James Dean, Managing Director, Kuoda

10:10 – 10:50

DATA CRUNCHING – HOW CAN LIVE BETTING WORK IN AN ESPORTS ENVIRONMENT? – SPONSORED BY ULTRAPLAY

In-play opportunities and data – how esports offer huge live betting opportunities but it means handling big, big data.

Pavol Krasnovsky, CEO, RTSmunity
James Watson, Product Owner – eSports, Sportradar
Petar Ivanov, Head of the eSports, UltraPlay
Chaired by Sarah McChesney, Commercial Manager, Fresh8Gaming

09:30 – 10:10

BETTING ON PAYMENTS

Payments are an integral part to the business, but do operators spend enough time integrating payment options and making sure there's a smooth customer journey? With crypto currencies offering instant payouts, how can bookmakers work better to get money in the hands of their customers?

Bryan Blake, Head of iGaming – EMEA/Emerging Markets, Secure Trading
Chaired by James Fleming, Commercial Director – Europe, eMerchants

10:10 – 10:50

BOS Affiliates – how will regulation effect my business?

Session one of the Betting on Sports Affiliate mini track will be looking at how the regulation of the affiliate sector may come about, how it will impact businesses, and how affiliates can prevent it coming in.

Clive Hawkswood, CEO, RGA

FULL AGENDA – DAY 2 – FRIDAY 16 SEPTEMBER

REAL SPORTS TRACK

DIGITAL SPORTS TRACK

BREAKOUT SESSION

10:50 – 11:20 REFRESHMENT BREAK

– A chance to perk up and do some early networking away from the conference floor

11:20 – 12:00

INTERNATIONAL APPEAL – WHICH SPORTS HAVE A WIDER GLOBAL REACH?

Many obscure sports have huge followings in some territories. Are there any sports that really should not be overlooked? A look at some of the sports which have a wider audience around the world and how betting brands work alongside them.

Conall McSorley, Commercial Director, Metric Gaming
George Osborne, Managing Director, India Bet
Michal Kopec, Senior Business Development Manager, Better Collective
Todd Buckingham, CEO, Top Betta

11:20 – 12:00

CORRUPTION AND HOW TO AVOID IT – PROTECTING ESPORTS INTEGRITY

What work is being done around preventing fixing in eSports? How confident can bookmakers (and punters) be about a 'true' result? Is skin betting an option for bookmakers? How would regulation work, and would the transition over to traditional bookmakers work?

Ian Smith, Integrity Commissioner, ESIC
Eric Konings, Sports Betting Integrity Owner, Unibet
Rob Dyche, CEO, esportsgaming
Chaired by Khalid Ali, Secretary General, ESSA

11:20 – 12:00

BOS Affiliates – how can i take advantage of emerging marketing platforms?

Session two of the Betting on Sports Affiliate mini track will be looking at how the potential for emerging market platforms such as Instagram, Snapchat, Twitch, Periscope, and VR.

Tom Galanis, Director, TAG Media

12:00 – 12:40

BOS Affiliates – where are the future verticals for my business?

The final session of the Betting on Sports Affiliates mini track takes a look at the different verticals that are available for affiliates, such as esports, golf, motorsport, US sports and other current niche markets.

George Osborne, Managing Director, India Bet

12:00 – 15:00

NETWORKING LUNCH BREAK – SPONSORED BY

TXODDS

15:00 – 15:40

FANTASY PAIRING – HOW BOOKMAKERS CAN WORK WITH DFS OPERATORS

DFS has been given the greenlight in some US States now, but how can bookmakers make use of their product in a widely legalised gambling environment? Are there gamification lessons that can be learned from?

Valery Bollier, Co-Founder & CEO, Oulala
Shergul Arshad, Founder & CEO, Mondogoal
Chaired by Gemma Boore, Associate, Bates Wells Braithwaite
Ubaldo Baldi, Skill Games Manager, Lottomatica

15:00 – 15:40

VIRTUAL SPORTS, REAL PROFITS – MAKING THE MOST OF THE SIMULATED GAME

How and why have punters taken to the virtual product? What's the best channel; terminal, mobile, online or betting shop screens?

Martin Wachter, Founder & CEO, Golden Race
Paul Fox, COO, LeTou
Simon Burrell, Head of Digital, Business Development & Marketing, editec

15:00 – 15:40

Betting on Politics

A year that has been marked by landscape change in UK and global politics, BOS will assess why politics has become the betting industry's most interesting market. Having failed to call the last five major political markets, how can bookmakers' better comprehend a market driven by constant hyperbole, spin, critique, populist rhetoric and debate?

Leighton Vaughn Williams, Professor, Nottingham Business School, NTU
Graham Sharpe, Media Relations Manager, William Hill

FULL AGENDA – DAY 2 – FRIDAY 16 SEPTEMBER

REAL SPORTS TRACK

15:40 – 16:20

PERSONALITY PROFILE – HOW BOOKMAKERS USE THE AMBASSADORIAL ROLE TO REACH AN AUDIENCE

Do ambassadors provide a better ROI through being more targeted and more flexible?

Adam Roland, Founder & Director, Heavyweight Sports
Stuart Tilly, CEO, Argyll Entertainment
David Haye, Boxer, Hayemaker Productions

DIGITAL SPORTS TRACK

15:40 – 16:20

THE FUTURE OF VIRTUAL SPORTS – WHERE CAN THE PRODUCT GO NEXT?

The virtual sports product has been reaching a point where the graphics are almost indistinguishable from the real thing. So where does it go next once that it achieved? And is the realism as important as the betting entertainment? Does it need to evolve for other platforms?

Neale Deeley, Managing Director of Gaming, Sportradar
David Purvis, CEO, 49s

NETWORKING

19:30 – 20:30

BIG SPORTS DINNER COCKTAIL RECEPTION
– SPONSORED BY SBCNEWS

20:30 – 23:00

BIG SPORTS DINNER

23:00 – 00:00

BIG SPORTS DINNER AFTER PARTY



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