

AGENDA SPONSOR



AGENDA PREVIEW



TUESDAY

- 16:00 - 22:00 Pre-registration at the Hilton Olympia hotel
- 19:00 - Late Networking drinks and Champions League football at Hilton, hosted by SBC Events and SBC Global
- 8:30 - 17:30 **World Regulatory Briefing: Responsible Gambling Innovation at OXOII, London (Additional ticket required)**



CONFERENCE DAY 1 – WEDNESDAY

- 09:30 - 17:30 Exhibition Open
- 10:20 - 17:20 Track 1: Leaders in Betting
- 10:20 - 13:00 Track 2: Betting on Esports 1
- 10:20 - 17:20 Track 3: Betting on Racing
- 11:10 - 11:30 Q&A with AFP.com and former England Cricketer Michael Vaughan (sponsored by Mr Green)
- 14:00 - 17:20 Track 4: Betting on Innovation
- 16:00 - 19:00 Networking Drinks in Exhibition Area
- 19:30 - 02:00 Official Betting on Sports Networking Party at Altitude 360 (Millbank Tower)



CONFERENCE DAY 2 – THURSDAY

- 09:30 - 17:30 Exhibition Open
- 10:20 - 17:20 Track 5: Sport in Focus
- 10:20 - 13:00 Track 6: Betting on Esports 2
- 10:20 - 13:00 Track 7: Betting on Regulation
- 14:00 - 17:20 Track 8: Betting on Affiliates
- 14:00 - 17:20 Track 9: Betting on Entertainment
- 20:00 - 01:30 Closing Betting on Sports Party at Under the Bridge (Stamford Bridge famous club)



DAY 3 – FRIDAY

- 09:00 - 12:00 Casual networking gathering at the Hilton Olympia to round off Betting on Sports 2017
- 09:00 - 13:00 **Gambling Compliance Regulatory Briefing in conjunction with SBC Events: Germany In Focus – Sports Betting, Licensing & Tax (Additional ticket required)**
- 15:00 - BetConstruct Workshop (Further details to be revealed shortly)

AGENDA SPONSOR

**LEADERS IN BETTING
– AUDITORIUM**

**BETTING ON ESPORTS
– CONFERENCE 1**

**BETTING ON RACING
– CONFERENCE 2**

10:20
–
11:10

HEAD OF SPORTSBOOK – DECISIONS INVOLVED IN SUCCESSFULLY MANAGING A SPORTSBOOK

Today's Head of Sportsbook wears many hats. From choice of suppliers to managing the entire sportsbook platform, including P&L, business model, technical knowhow, new product partnerships, business development and growth.

SPEAKERS

Jens Nielsen, Head of Sportsbook, Danske Spil
Enda Gaffney, Head of Sportsbook, Mr Green
Vladimir Dratsjov, Head of Sportsbook, Olympic Entertainment Group
Carlo di Maio, Sportsbook Director, Eurobet

MODERATOR

Chris Duncan, Board Advisor, OddsLife & Co-founder, Betsson

BRAND AMBASSADORS – HOW TO FIND A GOOD FIT

Content reigns supreme in esports. Creating exceptional content with the right people is often considered vital to cracking a notoriously tricky demographic. What's the difference between an esports consumer and a traditional consumer? How can the industry capture this desirable demographic?

SPEAKERS

Scott Burton, CEO, ESP
Malph Minns, Managing Director, Strive Sponsorship
Viktor Wanli, Founder and CEO, Kinguin

MODERATOR

Ellie Reed, M&C Saatchi

DIVING IN – THE FUTURE OF POOL BETTING

With the Tote's exclusive licence for horseracing set to expire, the UK's horseracing parimutuel sector is set for its biggest shake-up in 90 years. But can the sport maintain multiple pools?

SPEAKERS

Jari Vahanen, Senior VP International Business Development, Veikkaus
Nigel Roddis, Managing Director, New Pools Operation, Great British Racing

MODERATOR

Xxxxxx

11:10 – 11:30 REFRESHMENT BREAK

11:30
–
12:15

MARKETING – CHANGING DYNAMICS IN STRATEGY & PLANNING

Industry consolidation and a growing focus on intelligence/data have deeply impacted the role of today's CMO with regards to operator planning, media strategy and most importantly decision making.

SPEAKERS

Marion Gamel, Chief Marketing Officer, Betsson Group
Eddie Bennett, Managing Director, Digital & Marketing, Boylesports
Mark Thorne, CMO, OddsRing / LeonBets

MODERATOR

Xxxxxx

MOVING FROM THE SHADY PAST TO A BRIGHTER, REGULATED FUTURE – THE LEGAL ISSUES IN ESPORTS

The esports skin betting market was worth up to \$7.6 billion. The huge unregulated and underage market is on the wane as the industry moves towards a regulated space. Furthermore the space has been dogged by contract issues and poor legal practice.

SPEAKERS

Jonny Madill, Sports Lawyer, Sheridans
Anna Baumann, Esports Lawyer

MODERATOR

Xxxxxx

IMAGE CONSCIOUS – ANALYSING THE MEDIA RIGHTS IMPACT

The racing industry has successfully monetised its media rights over the past ten years – but could more be done on an international level rather than rely on UK bookmakers?

SPEAKERS

Bill Barber, Industry Editor, Racing Post
Nick Rust, CEO, British Horseracing Authority

MODERATOR

Bruce Millington, Editor, Racing Post

12:20
–
13:00

SUPER AFFILIATES – NAVIGATING THE NEW BUSINESS LANDSCAPE

Increased consolidation as well as regulation and general standards means that the affiliate sector is a much different beast than just a few years ago. Does regulation and M&A go hand in hand? To what extent is the affiliate sector the gatekeeper to new business for operators?

SPEAKERS

Jesper Soegaard, CEO, Better Collective
Marcos Oliveira, Chief Affiliate Officer, Clever Advertising Group
Matthew Glazier, Managing Director, Bookies.com
Ory Weihs, CEO, XL Media

MODERATOR:

Lee-Ann Johnstone, CEO, Best Odds Marketing

LIVE ALONE OR DIE TOGETHER

Are independent esports platforms better placed to thrive & how should they be designed?

SPEAKERS

Rahul Sood, CEO, Unikrn
Kasper Nemeth, Head of Esports, Danske Spil
Michael Doyle, CMO, PVP.me
Suraj Gosai, Co-Founder / CEO, Blinkpool

MODERATOR

Sanjit Atwal, Co-Founder of Dark Site and Squawka

GLOBAL FIXTURE – INTERNATIONAL RACING IN THE UK

UK & Irish racing has been the bread and butter but punters are more switched onto good racing in other territories. What opportunities are coming from abroad?

SPEAKERS

Todd Buckingham, CEO, TopBetta
René Schneider, VP Business Development, XB-Net

MODERATOR

Ed Pownall, Global PR Director, Bodog Brand

13:00 – 14:00 NETWORKING LUNCH BREAK

AGENDA SPONSOR

**LEADERS IN BETTING
– AUDITORIUM**

**BETTING ON INNOVATION
– CONFERENCE 1**

**BETTING ON RACING
– CONFERENCE 2**

14:00
–
14:40

SOCIAL RESPONSIBILITY – MAKING IMPROVEMENTS IN PLAYER PROTECTION

As player profiling constantly improves, how can technology change the way the industry tackles problem gambling? How can the global industry work together to protect players who might develop problems? And how can this be effectively communicated to regulators whose ambitions in this area may not be realistic?

SPEAKERS

Marc Etches, CEO, GambleAware
Graham Weir, Director of Player Protection, Ladbrokes Coral
Fiona Palmer, Director of Social Responsibility, Remote Gambling Association

MODERATOR

Sadie Walters, Conference Manager, Clarion Gaming

14:45
–
15:30

REGULATION – LIABILITY MANAGEMENT: WHY THE BUCK DOESN'T STOP WITH OPERATORS

Members of the IMGL and guests discuss the implications for the whole betting chain in what regulators expect from all aspects of the industry, How can you protect yourself and your business from an unexpected bill or, worse, prosecution?

SPEAKERS

Dr. Joerg Hofmann, Partner, Melchers Law
Morten Ronde, CEO of Danish Online Gambling Association & Director of IMGL

MODERATOR

Tal Ron, Partner, Tal Ron Drihem

BUILDING AN IDEAL BETTING STACK

Expert industry analysis and proposal of the ideal components available today to make up a betting tech stack. A creative session to visualise building a betting stack from the ground up with no concern for a legacy, instead focussing on traditional and innovative technologies.

SPEAKERS

Chandru Mullaparthi, Former Head of Software Architecture at bet365, Chairman at Industrial Erlang User Group, Director at Bluehouse Technology and Consultant to Erlang Solutions

MODERATOR

Xxxxxx

14:30 – 15:30

INNOVATION IN DATA – BUILDING ENGAGING & EFFECTIVE PRODUCT FOR LIVE BETTING CONSUMERS

Session Outline

Tech and innovation led product development session focusing on the delivery of effective products/services for live betting consumer engagement. Expert panel discusses the complexities of developing products for live and reactive markets, and whether industry stakeholders understand customer demands and interactions when placing live bets.

SPEAKERS

Marco Blume, Trading Director, Pinnacle
Sergey Sabirov, Trading Director, Parimatch
Charlie McGarraugh, CEO, Stratagem
Giancarlo Tottoli, Co-founder, Jacktime
Nathan Rothschild, Co-Founder, iSport Genius

MODERATOR

Xxxxxx

AFTER THE OFF – OPPORTUNITIES IN LIVE BETTING

Has horseracing missed an opportunity to engage new punters with live betting products? What obstacles are facing the sport in providing the best data to facilitate live betting?

SPEAKERS

Will Duff Gordon, CEO, Total Performance Data
Paul Witten, Managing Director, SIS

MODERATOR

Xxxxxx

SPONSORSHIP – LOOKING AT LIFE AFTER ABP

Levy reform has seen the end of the controversial Authorised Betting Partner (ABP) Scheme - so what can racecourses do to entice bookmakers to invest in sponsorship?

SPEAKERS

Mark Brosnan, CEO, Matchbook

MODERATOR

Xxxxxx

15:30 – 15:50 REFRESHMENT BREAK

15:50
–
16:35

CHIEF EXECUTIVE OFFICER – EMBRACING THE CHALLENGES OF A CHANGING GLOBAL INDUSTRY

The betting industry has a generally negative perception, but is this bad for business? How can operators improve the situation? Do our sporting partners have a role to play here? How can consolidation help the industry? What role does R&D play in the business? How can you cultivate innovation?

SPEAKERS

Paris Smith, CEO, Pinnacle
Marcus Brennan, CEO, BetBright
Markus Peuler, CEO, Mybet
Nikos Chalikias, CEO, Favbet
Sergey Portnov, CEO, Parimatch

MODERATOR

Xxxxxx

INNOVATION IN PAYMENTS – THE CRUCIAL INTERFACE

Onboarding new customers is tricky enough without the payment interface causing issues. This session looks at how the payments sector has been using technology to provide a smooth and safe UX experience for both customers and operators.

SPEAKERS

Alex Capurro, CEO, Easy Payment Gateway
Chris Smart, Chief Marketing Officer, eMerchantPay
Sam Barrett, Director of Gaming, Trustly

MODERATOR

Xxxxxx

GOING TO THE DOGS: WHAT IS THE FUTURE MODEL FOR GREYHOUND RACING?

With greyhound tracks changing hands, what will the sport's future make-up look like? What scope is there for international expansion?

SPEAKERS

Dominic Ford, Director Roar Betting & Chairman of BAGS
Ben Keith, Owner, Stars Sports Bookmakers

MODERATOR

Xxxxxx

CONFERENCE DAY 1

We recommend downloading the Conference App for all the latest conference updates and meeting schedules.

AGENDA SPONSOR

LEADERS IN BETTING – AUDITORIUM

16:40
–
17:20

PRODUCT DEVELOPMENT – CREATIVITY WITHIN TECHNOLOGY CONSTRAINTS

How can brands be successful within the confines of their platform and supplier partnerships? What are the most effective ways of differentiation from other operators sharing the same engine?

SPEAKERS

Veiko Krunberg, Managing Director, Olympic Entertainment Group
Sean Keogh, CPO, Mybet
Hilly Ehrlich, CEO Europe/Asia, Betcris

MODERATOR

Lee Richardson, CEO, Gaming Economics

BETTING ON INNOVATION – CONFERENCE 1

INNOVATION & BUSINESS DEVELOPMENT – TIME TO INNOVATE AND/OR HOW TO BUILD ON SUPPLIER RELATIONSHIPS TO GROW YOUR BUSINESS

SPEAKERS

Monica Rangel, Chief Business Development Officer, Betcart
Jari Vahanen, Senior Vice President, International Business Development, Veikkaus
Jacob Curciel Lopez, CEO, Optima

MODERATOR

Xxxxxx

BETTING ON RACING – CONFERENCE 2

IMPROVING THE HORSERACING BETTING EXPERIENCE

It is in both the industry's and the sport's interest to give punters a more enjoyment. How have recent initiatives been received, like the Champions Series? What would bookmakers like to see from racing, and vice versa?

SPEAKERS

Will Lambe, Executive Director, BHA

MODERATOR

Xxxxxx

NETWORKING DRINKS

When: 16:30 – 18:30

Networking Drinks for everyone in the Reception & Exhibition Area

Sponsored by:

FURTHER DETAILS

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

If you need any further details please contact:

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Rasmus Sojmark, Founder / CEO, SBC, rs@sbcnews.co.uk, +44 (0)7890 495353

OFFICIAL NETWORKING PARTY – WEDNESDAY 13 SEPTEMBER



WHERE: Altitude 360,
29 Floor @ Millbank Tower,
21 - 24 Millbank
London
SW1P 4QP

WHEN: 19:30 - 02:00

DRESS CODE: Smart Casual

HOW TO GET THERE: Nearest tube station is Pimlico, which is one stop from Victoria on the Victoria line. Only 15-20 min drive in a taxi from Olympia.

ALTITUDE 360 is located on the 29th floor of Millbank Tower, with a stunning 360 degree view of London. Big windows wrapping right around the venue, will ensure a perfect panoramic view of London at night time.

The Champions League group games will be shown on large screens around the venue. Enjoy the football, beers and wine on arrival, canapes and light food will be served.

For more info, please visit: www.altitudelondon.com/london-venues/altitude-360

AGENDA SPONSOR

**SPORT IN FOCUS
– AUDITORIUM**

**BETTING ON ESPORTS
– CONFERENCE 1**

**BETTING ON REGULATION
– CONFERENCE 2**

10:20
–
11:10

TENNIS – STAYING BETWEEN THE LINES

Although one of the most popular betting sports, tennis has found itself caught up in a number of match fixing issues. How is the sport responding to the challenge?

SPEAKERS

Phil Suddick, Integrity Manager, TIU
Edwin Weindorfer, CEO and founder, elmotion sports GmbH
Matt Fowler, Betting Integrity Officer, ESSA Sports Betting Integrity
Andreas Bardun, Head of Sports, LeoVegas
Neil Roarty, Editor, BettingPro.com

MODERATOR

Xxxxxx

STAMPING OUT THE CHEATS – ENSURING INTEGRITY IN ESPORTS

Whilst match-fixing scandals have been relatively minor in esports brief history the risk remains high. There's been cases of bookmakers offering odds on matches where ultimately there's no prize-money available. The incentive to cheat remains so how does the industry mitigate the risk?

SPEAKERS

James Dean, Managing Director, ESL UK
Eric Konings, Integrity Officer, Kindred Group
Kevin Carpenter, Chairman, ESIC

MODERATOR

Dom Sacco, Content Director, British Esports Association

IMGL MASTERCLASS: HOW DO YOU ENTER NEW MARKETS?

As regulation of the gambling industry continues around the globe, what do operators need to do to make sure they are ready to enter these market?

SPEAKERS

Xxxxxx

MODERATOR

Xxxxxx

11:10 – 11:30 REFRESHMENT BREAK

11:30
–
12:15

CRICKET – BREAKING BOUNDARIES IN BETTING

Unibet becoming an Official Betting Partner for Warwickshire CCC, which includes the delivery of betting opportunities around Birmingham Bears' home matches in the T20 Blast, exemplifies a new wave of interest in the short formats of the game.

SPEAKERS

Anthony Charles, Executive Director, Genius Tech Group

MODERATOR

Xxxxxx

SAVING LAS VEGAS – HOW ESPORTS AND LAND BASED CASINOS CAN AND SHOULD WORK TOGETHER

There's a buzz around Vegas with many trying to make Nevada a world esports hub. But how does this crossover translate into real world operations?

SPEAKERS

Alex Igelman, CEO, Millennial Esports,
Blaine Graboyes, CEO, GameCo,
Seth Schorr, Chairman, Downtown Grand & CEO, Fifth Street Gaming

MODERATOR

Melissa Blau, Director, iGaming Capital

US – OPENING THE SPORTS BETTING LANDSCAPE?

The news that the Supreme Court is going to hear New Jersey's challenge against PASPA could have huge implications for the industry. But what is the likely outcome and what would be the timeframe for change?

SPEAKERS

Daniel Wallach, Xxxx, Becker & Poliakoff
Matthew Cullen, Founder & CEO, US Sports Integrity Alliance
Jeff Ifrah, Founding Partner, Ifrah PLLC
John J. English, President, WEBE GAMING LLC.

MODERATOR:

Quinton Singleton, Senior Vice President, NYX Gaming

12:20
–
13:00

RUGBY – CODE CRACKING: WHY BOOKMAKERS SHOULD TRY HARD TO REACH THE FANS

Why is there so much more bookmaker sponsorship in Rugby League than Rugby Union? Is this because the Rugby League punter is considered to be a closer match to the demographic of a Football punter? With that in mind, what has encouraged LeoVegas to get involved with Leicester Tigers, and Secure Trading with the RFU? Given the comparative lack of data and in-play markets, is the aim of Rugby-based advertising to activate players on Rugby markets, or is this just another way of bringing players into Football-focused products?

SPEAKERS:

Chris Rose, Head of Brand, Leicester Tigers
James Gordon, Managing Director, JDG Sport
Joe Hill, Senior Marketing Executive, Betfred
Laurent Dhaeyer, Managing Director, Secure Trading Group
Shane Gannon, Head of Trading (Betting), Perform Group

MODERATOR

Andy Scott, Ex-CEO, 188BET

DATA, DATA, DATA – THE ISSUES WE FACE WITH BETTING ON ESPORTS

There's a huge amount of data points in esports and it's often difficult to get hold of which can cause problems in accurately pricing markets. How can we overcome the data challenges in esports? Will we reach a stage where publishers of esports titles open their API so accurate, live data can be obtained? What's the danger to operators when data is unreliable? What challenges do we still face in providing accurate, real-time in-play betting?

SPEAKERS:

Marco Blume, Trading Director, Pinnacle
James Watson, Head of Esports, Sportradar
Pavol Krasnovsky, CEO, RTSmunity

MODERATOR

Per Lambaek, CTO, HLTV.org

LEGISLATION IN NIGERIA – AN OPERATOR'S PERSPECTIVE

Akin Alabi, founder of Nairabet, which has 800 retail outlets in Nigeria, explains how his business works with the local regulators, where the laws work and where they are problematic.

SPEAKERS

Akin Alabi, CEO, Nairabet

MODERATOR

Xxxxxx

AGENDA SPONSOR

SPORT IN FOCUS
– AUDITORIUM

BETTING ON AFFILIATES
– CONFERENCE 1

BETTING ON DATA
– CONFERENCE 2

13:00 – 14:00 NETWORKING LUNCH BREAK

14:00
–
14:40

BASKETBALL – A SLAM DUNK OR STILL COURTING APPEAL?

As a huge European sport, basketball has always been popular with punters and bookmakers with a marketing budget, How does the sport interact with betting considering the NBA's arm's length approach?

SPEAKERS

Bane Prelevic, President, PAOK Basketball
Claudio Coldebella, General Manager, Openjobmetis Varese BC
Patrick Comminos, CEO, FIBA Basketball Champions League,

MODERATOR

Xxxxxx

14:45
–
15:30

BOXING/FIGHTING – THE NEXT TITLE CONTENDER?

Does the sports of boxing offer the best value in sponsorship and promotion for Bookmakers? A surge of in UK World Champions, combined with engrossing personalities has placed boxing at the forefront of sports agenda for TV viewing figures and media coverage. What impact will the novelty bouts such as Mayweather v McGregor have on popularity and credibility?

SPEAKERS

Russell Yershon, Consultant, Energybet

MODERATOR

Jonathan Smith, Founder, Sportsbook Training Services

HOW TO SELL YOUR AFFILIATE BUSINESS

With so much consolidation in the affiliate sector, how do you make your business attractive to potential investors or buyers?

SPEAKERS

Xxxxxx

MODERATOR

Xxxxxx

14:20 – 15:05

CHANNEL HOPPING & VERTICAL JUMPS – WHY DIVERSIFICATION IS IMPORTANT

Rather than concentrate on the single platform or a single sport, many affiliates are diversifying to protect their revenues and encourage growth. This session explores how some firms are achieving that goal.

SPEAKERS

Christian Edler, Founder & Investor, Dreamworx Online Ltd
Charles Gillespie, CEO & Founder, Gambling.com
Rene Gabriel, Sales Director, Livesport Media

MODERATOR

Xxxxxx

15:10 – 15:30

SPEAKING WITH A SINGLE VOICE

Industries are much more effective at having their perspectives recognised at decision making levels if they co-ordinate their message. This session details why affiliates need to work together.

SPEAKER

Gemma Boore, Mishcon De Reya

MODERATOR

Xxxxxx

HOW CAN AI BE EFFECTIVE IN TERMS OF SPORTS TRADING?

Given the vast amount of data points received from both sports and customers, where can machine learning be implemented to the greatest effect, without potentially causing massive risk?

SPEAKERS

Xxxxxx

MODERATOR

Xxxxxx

CRM – DIGITAL IDENTITY AND MARKETING TECHNOLOGY

What we can now know about sports betting punters and their behaviours and how will this help operators model their offerings around that data?

SPEAKERS

Xxxxxx

MODERATOR

Xxxxxx

15:30 – 15:50 REFRESHMENT BREAK

AGENDA SPONSOR



	SPORT IN FOCUS – AUDITORIUM	BETTING ON AFFILIATES – CONFERENCE 1	BETTING ON DATA – CONFERENCE 2
15:50 – 16:35	<p>US SPORTS – INTERNATIONAL APPEAL</p> <p>SPEAKERS Stuart Tilly, CEO, Redzone Sports Ari Lewski, Executive Director, Digital Sports Tech Jon Thompson, Trading Consultant</p> <p>MODERATOR Xxxxxx</p>	<p>DATA CRISIS – HOW THE GDPR WILL CHANGE YOUR AFFILIATE BUSINESS</p> <p>The GDPR will be implemented next summer with many affiliates still totally unprepared at how this will affect how they can handle customer data, This session will break down what it means and what needs to be done.</p> <p>SPEAKERS Xxxxxx</p> <p>MODERATOR Xxxxxx</p>	<p>DATA INTEGRITY – HOW SAFE IS THE DATA YOU ARE USING?</p> <p>Fast or accurate – where is the trade off in today's dynamic betting arena? Should the industry block spectators from betting, given their advantage over the data feeds? How quickly can events be accurately resulted? How can the sports themselves help?</p> <p>SPEAKERS Xxxxxx</p> <p>MODERATOR Xxxxxx</p>
16:40 – 17:20	<p>BETTING ON POLITICS</p> <p>Betting on Politics returns to #Boscon 2017, as an expert panel discusses new market realities following a political landscape changing 2016.</p> <p>Political betting experts review the UK 2017 Snap Election. France 2017, Brexit negotiations/impacts and the reality of Donald Trump's US presidency.</p> <p>SPEAKERS Matt Shaddick, Head of Politics, Coral Ladbrokes Xxxxxxx, Head of Trump Betting, Paddy Power</p> <p>MODERATOR Ted Menmuir Steve Donoughue, Consultant</p>		<p>HOW LIVE DATA IS PUSHING BACK THE BOUNDARIES FOR IN-PLAY BETTING</p> <p>Live betting is dependent upon live data</p> <p>SPEAKERS Matt Stephenson, Business Development Director, BetGenius</p>

NETWORKING DRINKS

Will follow

OFFICIAL NETWORKING PARTY

Will follow

FURTHER DETAILS

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

If you need any further details please contact:

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