

AGENDA PREVIEW

More info @ <http://sbcevents.co.uk/betting-on-sports-2017>



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
- 16:30 - 19:00 Networking Drinks in Exhibition Area
- 20:00 - 01:30 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 Data
- 20:30 - 02:00 Closing Betting on Sports Party at [Under the Bridge](#) (Famous night club at Stamford Bridge)



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 at Hilton Olympia (Additional ticket required)

LEADERS IN BETTING
– AUDITORIUM

BETTING ON ESPORTS
– CONFERENCE ROOM 1

BETTING ON RACING
– CONFERENCE ROOM 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
Andy Wright, Head of Trading, Sky Betting & Gaming

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
Malp Minns, Managing Director, Strive Sponsorship
Viktor Wanli, Founder and CEO, Kinguin
Adam Savinson, Head of Esports, Win Technologies, Betway Group

MODERATOR

Kirsty Endfield, Founder, Swipe Right PR

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 of the British Racecourses pool betting project
Phil Adams, CEO, BAGS
Phil Siers, Chief Commercial Officer, Betfred Group

MODERATOR

Susie Sourwine, Principal, Sourwine Consulting

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 marketing team with regards to operator planning, media strategy and most importantly decision making.

SPEAKERS

Shaun Simmonds, SuperSub Sports Marketing, Managing Director
Mark Thorne, CMO, OddsRing / LeonBets
Nick Bamber, Media Director, Customer Acquisition, Betsson Group
Mark McGuinness, Chief Marketing Officer, BetOlimp

MODERATOR

Lasha Machavariani, CEO/Founder, Setanta Sports Media & SBC Ambassador

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

Anna Baumann, Esports Lawyer
Peter Worsencroft, Associate, Squire Patton Boggs
Joseph Borg, Senior Legal Advisor, WH Partners
Quirino Mancini, Partner, Tonucci & Partners

MODERATOR

Michele Magro, Senior, Legal Advisor, Malta Gaming Authority

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
Martin Cruddace, CEO, Arena Racing Company
Mike O'Kane, Director, O'Kane Consulting

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? THE ESPORTS BOOKIES' PANEL

How should bookmakers offer and promote esports markets? Are independent esports platforms better placed to thrive & how should they be designed? All your questions on offering esports answered.

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
Dominic Atkinson, Consultant, Sportradar
Ed Comins, Managing Director, Webis Holdings plc

MODERATOR

Ed Pownall, Global PR Director, Bodog Brand

13:00 – 14:00 NETWORKING LUNCH BREAK

Lunch will be served in the Reception and Exhibition Areas. Seating available in the dedicated networking and bar areas

**LEADERS IN BETTING
– AUDITORIUM**

**BETTING ON INNOVATION
– CONFERENCE ROOM 1**

**BETTING ON RACING
– CONFERENCE ROOM 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
Richard Flint, CEO, Sky Betting & Gaming

MODERATOR

Andrew McCarron, Managing Director, SBC

14:45
–
15:30

IMGL MASTERCLASS: 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

Morten Ronde, CEO, Danish Online Gambling Association & Director, IMGL
Jeremy Kleiman, Gaming Attorney, Saiber LLC
David Clifton, Co-Founder, Clifton Davies
Tal Itzhak Ron, Chairman and CEO, Tal Ron, Drihem & Co., Law Firm

MODERATOR

Dr. Joerg Hofmann, Partner, Melchers Law

14:00 – 14:30

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

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
Charlie McGarraugh, CEO, Stratagem
Giancarlo Tottoli, Co-founder, Jacktime
Nathan Rothschild, Co-Founder, iSport Genius

MODERATOR

Paul McNea, Director, iGaming Performance

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

Peter Woodfine, Commercial Director, Total Performance Data
Paul Witten, Product Director, SIS
Jacob Curciel Lopez, CEO, Optima
Ian Marmion, Trading Director, Betstars

MODERATOR

David Sargeant, Founder, iGaming Ideas

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

Bradley Morrish, Director Business Development, Matchbook
Tim Reynolds, Spokesman, Sun Bets
Ed Nicholson, Head of Racing Communications & Sponsorship, Kindred Group
Carey Buckler, Regional Head of Partnerships, The Jockey Club

MODERATOR

Philip Canavan, Director, SEM Global

15:30 – 15:50 REFRESHMENT BREAK

15:50
–
16:35

CEO – 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

Vahe Baloulian, CEO, BetConstruct

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, VP Gaming and FX Markets, eMerchantPay
Sam Barrett, Director of Gaming, Trustly
Laurent Reysbosch, Senior Vice President iGaming, Hipay

MODERATOR

Tony Plaskow, Commercial Director, Black Cow Technology

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, BAGS
Ben Keith, Owner, Stars Sports Bookmakers
Floyd Amphlett, Editor, Greyhound Star

MODERATOR

Andrew Gellatly, Head of Global Research Services, Gambling Compliance

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LEADERS IN BETTING
– AUDITORIUM

BETTING ON INNOVATION
– CONFERENCE ROOM 1

BETTING ON RACING
– CONFERENCE ROOM 2

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
Jan Svendsen, CEO, Coolbet

MODERATOR

Lee Richardson, CEO, Gaming Economics

INNOVATION & BUSINESS DEVELOPMENT: TIME TO INNOVATE AND HOW TO BUILD ON SUPPLIER RELATIONSHIPS TO GROW YOUR BUSINESS

Is innovation a sought after industry dynamic, or has betting become a homogenised sector? How do you plan to innovate? The industry goes through cycles of in-house and external supply, is there scope for a happy medium? How stifling is a tech road map when making decisions? What areas of the customer experience is it easy to make a difference?

SPEAKERS

Monica Rangel, Chief Business Development Officer, Betcart
Jari Vahananen, Senior Vice President, International Business Development, Veikkaus
Jamie Hart, Group Director of Ecommerce, Superbet
Ian Bradley, Chief Product Officer, SBTech

MODERATOR

Sam Madden, Commercial Director, Wiraya

IMPROVING THE HORSERACING BETTING EXPERIENCE

It is in both the industry's and the sport's interest to give punters 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
James Garmston, CEO, EasyOdds.com
Bernard Marantelli, CEO, Colossus Bets
Stephen Power, Racing Entrepreneur, RacingBlogger

MODERATOR

Paul Leyland, Partner, Regulus Partners

NETWORKING DRINKS

When: 16:30 – 19:00

Networking Drinks for everyone in the Reception & Exhibition Areas.

Please also visit the Golden Race Bar, as well as all the exhibitors who will be serving beers, wine and champagne at their stands.

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HIGHLIGHT
GAMES

OFFICIAL NETWORKING PARTY

When: 20:00 - 01:30

Dress Code: Smart Casual

Located on the 29th floor of Millbank Tower, Altitude 360 promises everyone 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:

<https://www.altitudelondon.com/london-venues/altitude-360>

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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 Global, rs@sbcnews.co.uk, +44 (0)789 049 5353

OFFICIAL NETWORKING PARTY – WEDNESDAY 13 SEPTEMBER



WHEN: 20:00 - 01:30

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

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

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SPORT IN FOCUS
– AUDITORIUM

BETTING ON ESPORTS
– CONFERENCE ROOM 1

BETTING ON REGULATION
– CONFERENCE ROOM 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
Simon Schleich, Managing Director, e/motion sports GmbH Germany
Matt Fowler, Betting Integrity Officer, ESSA Sports Betting Integrity
Andreas Bardun, Head of Sports, LeoVegas
Neil Roarty, Editor, BettingPro.com

MODERATOR

Pirate Irwin, Sports Business Correspondent, AFP (Agence France Presse)

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

Eric Konings, Integrity Officer, Kindred Group
Kevin Carpenter, Chairman, ESIC
Moritz Maurer, Head of Esports, Genius Sports

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

Daniel Wallach, Shareholder, Becker & Poliakoff
Francesco Rodano, Chief Policy Officer, Playtech
Martin Lycka, Senior International Legal Counsel, Betfair Paddy Power

MODERATOR

Nick Nocton, Mischon de Reya LLP

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
Dave Tharp, Founder and Managing Director, Living Sports Ltd & Director of Product, Konect Games
Matthew Glazier, Managing Director, Bookies.com
Joe Saumarez Smith, Proprietor, Indiabet & Chairman, Bede Gaming

MODERATOR

Stephen Carter, Editor, iGaming Business

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

11:30 – 12:30
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, Shareholder, Becker & Poliakoff
Jeff Ifrah, Founding Partner, Ifrah PLLC
Benjie Cherniak, President, Don Best Sports
Quinton Singleton, VP Corporate Strategy and Government Relations, NYX Gaming Group

MODERATOR:

John Caldwell, Partner, Narus Advisors

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
Laurent Dhaeyer, Managing Director, Secure Trading Group
Clive Russell, Managing Director, BD Sports Rights

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
Oskar Fröberg, CEO, Abios

MODERATOR

Per Lambaek, CTO, HLTV.org

12:30 – 13:00
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

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SPORT IN FOCUS
– AUDITORIUM

BETTING ON AFFILIATES
– CONFERENCE ROOM 1

BETTING ON DATA
– CONFERENCE ROOM 2

13:00 – 14:00 NETWORKING LUNCH BREAK

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13:00 – 14:00 NETWORKING LUNCH BREAK

14:00
–

**BASKETBALL – A SLAM DUNK OR STILL
COURTING APPEAL?**

14:40

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
Carmelo Mazza, CEO, Betaland
Daniel Kustelski, CEO, Chalkline Sports

MODERATOR

Aristodemos Kolocassides, Director of Sports Partnerships, APC Sports & Entertainment

14:45
–

**BOXING/FIGHTING
– THE NEXT TITLE CONTENDER?**

15:30

Does the sport 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
Adam Roland, CEO, Heavyweight Games
Ben Wright, Head of International Trading & Sports Product, Sky Betting & Gaming
Mike Geggus, Head of Bus Dev, SportQuake
Endre Nasset, Head of Sports for BettingCloud

MODERATOR

Jonathan Smith, Founder, Sportsbook Training Services

**FIRESIDE CHAT: 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?

SPEAKER

Ben Robinson, Co-founder, RB Capital

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

Mathew Symmonds, Founder, Windrawwin, PredictZ & SportKenya
Niall Coen, Managing Director, Snack Media
Riccardo Mittiga, CEO, ASAP ITALIA

MODERATOR

Tom Galanis, Director, TAG Media

15:10 – 15:30

SPEAKING WITH A SINGLE VOICE

What are the challenges facing the affiliate industry and how can these be addressed? Is there a benefit to taking action collectively? Gemma Boore of Mishcon de Reya outlines the most pressing issues for affiliates in today's climate and suggests some steps the industry could take in order to mitigate them.

SPEAKER

Gemma Boore, Associate, Mishcon De Reya

**HOW CAN AI BE EFFECTIVE IN TERMS OF A
SPORTS BETTING ENVIRONMENT?**

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

James Waterhouse, Founder, Equotion
Sam Lawrence, CTO & Co-founder, FSBTech
Paul Reilly, CEO, Media Skunk Works
Graham Cooke, CEO, Qubit

MODERATOR

Christian Tirabassi, Senior Partner, Ficom Leisure

**HOW LIVE DATA IS PUSHING BACK THE
BOUNDARIES FOR IN-PLAY BETTING**

Live betting is dependent upon live data – but what else can be achieved? Has the industry fully exploited the explosion in live data? What areas are next?

SPEAKERS

Matt Stephenson, Managing Director, BetGenius
Simon Skarsholm, Managing Director, Enetpulse
Andrew Ashenden, EVP Betting, Perform Group

MODERATOR

Assaf Steiglitz, Founder & CEO, Odds1x2

15:30 – 15:50 REFRESHMENT BREAK

Refreshments will be served in the Reception and Exhibition Areas. Seating available in the dedicated networking and bar areas

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**SPORT IN FOCUS
– AUDITORIUM**

**BETTING ON AFFILIATES
– CONFERENCE ROOM 1**

**BETTING ON DATA
– CONFERENCE ROOM 2**

15:50
–
16:35

US SPORTS – INTERNATIONAL APPEAL

American sports have a fanatical following all over the world thanks to their TV friendly formats. But what is the best way of tapping into that fan base? Will the sports ever embrace the betting sector? Which lends itself to live betting the most?

SPEAKERS

Stuart Tilly, CEO, Redzone Sports
Ari Lewski, Executive Director, Digital Sports Tech
Jon Thompson, Trading Consultant
Meir Moses, VP Business Development, Don Best Sports

MODERATOR

Quinton Singleton, VP Corporate Strategy and Government Relations, NYX Gaming Group

16:40
–
17:20

WORLD CUP 2018 – THE ROAD TO RUSSIA

Next summer's World Cup will provide bookmakers with the perfect opportunity to engage with a wider audience at European friendly times. How are operators and affiliates planning to take advantage of the opportunity this time around?

SPEAKERS:

Zeno Ossko, Managing Director, Betstars
Jamie Hart, Group Director of E-Commerce, Superbet
Jaap Kalma, Director of Sponsorships & B2B Revenues, AC Milan
Gregory Bolle, Head of Global Partnership Sales, LaLiga

MODERATOR

Keith O'Loughlin, Executive Vice President, Sportsbook, OpenBet

M&A – FUTURE LANDSCAPE FOR SPORTS BETTING AFFILIATES

The affiliate sector is undergoing consolidation at a scale never seen before. But what are companies driving the M&A activity looking for? What is their vision for the future affiliate model?

Charles Gillespie, CEO & Founder, Gambling.com Group
Michal Kopec, Head of M&A, Better Collective
Richard Gale, UK General Manager, Catena Media

MODERATOR

Lee-Ann Johnstone, CEO, Best Odds Marketing

BETTING ON POLITICS

Betting on Politics returns to #Boscon 2017, as an expert panel discusses new market realities following a political landscape changing 2016.

Political betting experts review the UK 2017 Snap Election. France 2017, Brexit negotiations/ impacts and the reality of Donald Trump's US presidency.

SPEAKERS

Matt Shaddick, Head of Politics, Coral Ladbrokes
Joe Lee, Head of Trump Betting, Paddy Power
Steve Donoughue, Consultant

MODERATOR

Ted Menmuir, Content Manager, SBC Global

DATA INTEGRITY – HOW SAFE IS THE DATA YOU ARE USING?

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?

SPEAKERS

David Lampitt, Managing Director Group Operations, Sportradar
Alistair Williams, Head of Wheelchair Tennis & Live Scoring, International Tennis Federation
Marco Blume, Trading Director, Pinnacle

MODERATOR

Scott Longley, Director, Clear Concise Media

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

Brendan O'Kane, CEO, OtherLevels
Richard Harris, Chief Customer, Acquisition & Retention Officer, GoCompare.com
Sam Madden, Commercial Director, Wiraya
Sarah McChesney, Commercial Manager, Fresh8 Gaming

MODERATOR

Luis Pereira, Managing Director, AGBrief

NETWORKING DRINKS

We recommend that delegates go to the Hand & Flower pub next to Olympia Conference Centre to network and have drinks before they make their way to the Official Closing Party @ Under the Bridge.

OFFICIAL NETWORKING PARTY

When: 20:30 to 02:00

Under the Bridge' is Chelsea owner Roman Abramovich's favourite London club. Besides being located below Stamford Bridge, the club was recently refurbished for £30 million, which makes it one of London's best venues, and guarantees a top evening for everyone.

It's only 10-15 minutes in a cab from Olympia, or you can take the London Overground from Olympia station.

www.underthebridge.co.uk

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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OFFICIAL NETWORKING PARTY – THURSDAY 14 SEPTEMBER



WHEN: 20:30 - 02:00

WHERE: Stamford Bridge,
Fulham Rd, Fulham,
London
SW6 1HS

DRESS CODE: Smart Casual

HOW TO GET THERE: Nearest tube station is Fulham Broadway.
Only 10 min drive in a taxi from Olympia or you can
take the London Overground from Olympia station.

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For more info, please visit: www.underthebridge.co.uk