



ESPORTS INSIDER SUPER FORUM

About Esports Insider Super Forum

Following the success of the ESI Forum Series in 2017, we are pleased to announce the ESI Super Forum.

- A one day conference **focused on the convergence of traditional sports and esports**
- Six panels/workshops with 25+ speakers discussing opportunities with teams, leagues, fan engagement, reaching new demographics & more
- An esports focused exhibition zone
- Plenty of areas for networking and meetings
- An Esports Insider Social tournament with prizes to be won
- Evening networking opportunities after the event is done and dusted with drinks at Frankies Bar and access to the Official BOF After Party

Who is the event aimed at and why should you attend?

There are now over 180 sports clubs and counting involved in esports in some capacity. The opportunity with esports has been well-documented, but there is still a knowledge gap for sports clubs and other stakeholders as to more in-depth hows and whys of entering. The ways stakeholders in esports and sports can work together are plentiful, and the ESI Super Forum is designed to educate both parties and facilitate such partnerships going forward.

Esports is an industry predicted to be worth over \$1 billion (sources: Newzoo, Nielsen, Juniper and Ovum) by 2020. Here are the types of companies who will attend the ESI Super Forum:-

- Sports clubs, whether they're in football, basketball, baseball, American football, ice hockey, rugby or others
- Venue owners of all shapes and sizes
- Leagues, tournament organisers and governing/regulatory bodies (from both sporting and esports worlds)
- Player, talent and marketing/ influencer/ creative agencies
- Brands and media
- Suppliers such as law firms and payment providers
- Bookmakers and gambling industry firms
- Venture Capitalists and investment groups

WHO'S SPEAKING?

Esports Insider Super Forum speakers



James Dean
MD, ESL UK



Christian Sorensen
CEO,
North



Nikolaj Nyholm
CEO, RFRSH
Entertainment



Nicolas Maurer
CEO, Team Vitality



Veronique Lallier
VP of Global Marketing,
Hi-Rez Studios



Martin Wyatt
Head of Partner Relations, Gfinity



Mark Cox
UK Head of Publishing,
Riot Games



**Heather 'Naysayerz'
Dower**
Presenter,
Ginx TV



Colin Johnson
Head of FIFA, RL &
SFV, Fnatic



Ben Woodward
Co-Founder,
Code Red Esports
Agency



Kirsty Endfield
Co-Founder,
Swipe Right PR



Oskar Froberg,
CEO & Co-Founder,
Abios

KEYNOTE SPEAKER: RUUD GULLIT

Esports Insider Super Forum Keynote Speaker



Ruud Gullit
Founder of Team Gullit



A FIFA esports focused team
and academy

WHO'S ATTENDING?

Previous SBC & Esports Insider event speakers and attendees



James Dean
MD, ESL UK



Adam Savinson
Head of Esports,
Win Technologies Betway



Róisín O'Shea
Head of Partnerships,
Fnatic



Blaine Graboyes
CEO, GameCo



Alex Igelman
CEO, Millennial Esports



Cliff Morgan, CEO
GFUEL and GammaLabs



Mark Cox
UK Head of Publishing,
Riot Games



Jack Stewart
Esports Journalist,
Daily Mail



Viktor Wanli
CEO,
Kinguin



Suraj Gosai,
CEO and Founder,
BlinkPool



Ruth Potts
Global Innovations,
Movember



Oskar Froberg,
CEO & Co-Founder,
Abios

We've also had the likes of the NBA, Amazon, NBC Universal, SpecialEffect, Gfinity, ESIC, Sportradar, Genius, Alisports, Mishcon De Reya, executives from a host of Europe's top football clubs, and more attend our events in the past year

AGENDA

Thursday 22nd March

| | |
|----------------------|--|
| 10:15 - 11:00 | Understanding the esports ecosystem: Who's watching, what's it really worth and why should traditional sports care Featuring ESL UK, Riot Games, Hi-Rez Studios and ESIC |
| 11:00 - 11:15 | Networking & Refreshment Break |
| 11:20 - 12:05 | Keynote: Ruud Gullit |
| 12:10 - 12:50 | Sports clubs in esports: How to do it and which titles to choose Featuring North, Fnatic / AS Roma, Qwatti Esports Agency and Sportego |
| 13:00 - 14:00 | Lunch |

Thursday 22nd March

| | |
|-----------------------|--|
| 14:00 - 14:45 | Esports team ownership: A worthy investment? Featuring the CEOs of RFRSH and Team Vitality |
| 14.45 - 15.30: | Media rights and broadcasting in esports Featuring Gfinity, Ginx TV and Swipe Right PR |
| 15:30 - 16:00 | Networking & Refreshment Break |
| 16:00 - 16:45 | Sponsorship in esports and why brands must play a different game Featuring HyperX, Fnatic and DBLTAP |
| 16:45 - 17:40 | Case Study: An exploration of simracing |
| 17:45 - 19:00 | Networking Drinks Reception |
| 21:00 - 02:00 | Official 2018 Party at Kensington Roof Gardens |

CONFERENCE & BUSINESS AREA

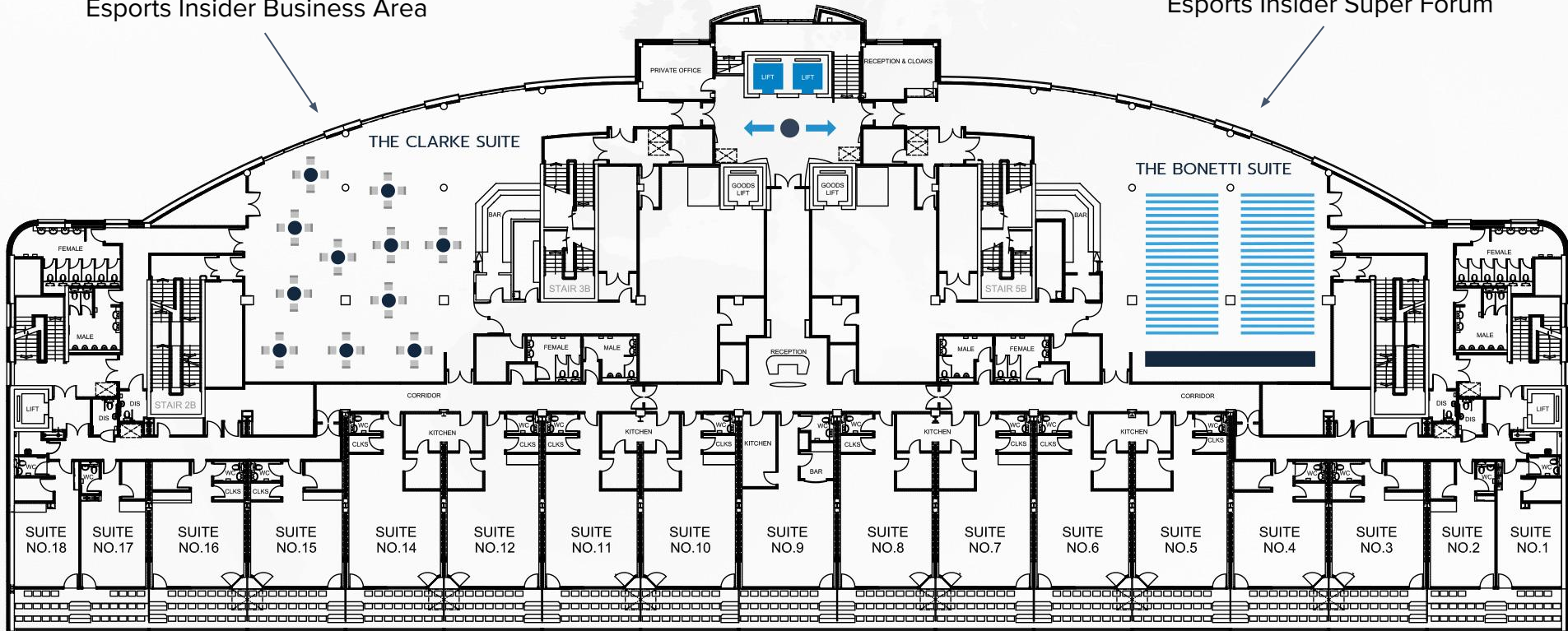
Clarke Suite

West Stand Level 4 - Bonetti and Clarke Suites (300 people seated)

Bonetti Suite

Thursday 22 March:
Esports Insider Business Area

Thursday 22 March:
Esports Insider Super Forum





OFFICIAL NETWORKING DINNER & PARTY, 22 MARCH

@ UNDER THE BRIDGE

ESI FORUM SERIES

TESTIMONIALS



Toby Oddy
CEO
Digital Fuel Group

“As we expand the Digital Fuel Group, esports is becoming an evermore important part of our business. Events such as the ESI Forum Series are vital to help grow the industry, and as a partner we derived a great benefit from getting involved with both exposure and access to attendees. Moreover they proved an excellent place to network, and provided a superb educational resource with the panels each month.

I wouldn't hesitate in recommending partnering with the ESI Forum Series to anyone looking to gain an upper hand in the space.”



Lawrence Speelman
Esports Intern
DICE

“As someone new to the business side of esports, the ESI Forum series for me was an invaluable introduction to the way the industry works, and the people who make it happen. I found the panel discussions engaging and informative. I appreciated the time for networking with other guests, and have gained some fantastic connections as a result.

“The informal tournaments were a nice touch, and the ones I participated in were a lot of fun. Perhaps the most important thing I have taken away from the ESI Forum series is a newfound desire to pursue a career within the esports industry, and this is something that I intend to make a reality in the future!”



Ian Smith
Commissioner
ESIC

“I think the joy of the ESI Forum Series is that the audience are esports people; young, enthusiastic and knowledgeable, which means you can dive deep from the off and don't have to blow half the time doing an “esports 101 tutorial” for the wide eyed.

“The questions were about 200% more interesting than anything I encounter at the usual “legal” seminars I do and the atmosphere is far more engaging. I would definitely recommend them.”

ESI FORUM SERIES

LONDON EVENTS IN 2017

In 2017 we:

- Hosted four packed-out Forums at the Bunkr
- Had over 300 in attendance
- Welcomed 18 expert speakers who discussed topics including sponsorship, betting, merchandise and apparel and why football clubs are entering esports
- Held tournaments in Tekken, FIFA and Rocket League

Our partners for the 2017 Forum Series included:



ESPORTS INSIDER



ESI FORUM SERIES

WHAT'S HAPPENING...

The aim of the ESI Forum Series was to educate those wanting to learn more and give those in and around the growing industry a chance to meet each month.

We signed partners for the series including **Digital Fuel Group**, **Gamers Apparel** and **UltraPlay**. We worked with the likes of **ESL UK** and **DBLTAP**, and helped to support two great charities in **Movember** and **SpecialEffect**.

Each month we packed out the Fnatic Bunkr, this is the award winning global HQ of one of the world's leading teams and one which is partnered with AS Roma. Here's what **Fnatic CEO Wouter Sleijffers** had to say about the ESI Forum Series: "Fnatic is pleased to be the host of the one-of-a-kind ESI Forum sessions. Today, esports is a crowded space and it's not always easy to separate fact from fiction. There's no better place to bring together the people that actually shape the esports industry than Fnatic's Bunkr.

Esports betting is destined to eventually succeed but with the difficulty of accessing game data and the reluctance of game publishers... bookies have an uphill struggle.

- The second event of the Esports Insider Forum Series welcomed betting experts
- Game publishers have total control over the esports of their respective games
- The difficulty of accessing data of games makes it near impossible to price odds

By JACQUELINE FOR MALLIN

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[ESI Forum - August 2017](#)



[ESI Forum - September 2017](#)



[Betting on Football 2017](#)



[Betting on Sports 2017](#)

ESI FORUM SERIES 2018

PASSES

We are offering the following options for the ESI Super Forum dependent on if you would also like full access to the Betting on Football conference agenda which will have an additional 180 speakers across a further 40 sessions.

ESI Super Forum Gold Pass - £300.00

- Access to all the ESI Super Forum panels, workshops and exhibition space
- BOF Main Hall exhibition access
- Refreshments throughout the day and lunch
- Access to the evening's networking events including Frankies and the Official Party at Under the Bridge

ESI Super Forum + Betting on Football Conference Platinum Pass - £699.00

- Access to all the ESI Super Forum panels, workshops and exhibition space
- Access to all of the Betting on Football Conference panels and workshops (March 21st and 22nd)
- BOF Main Hall exhibition access
- Access to the evening's networking events including Kensington Roof Gardens on March 21st and Frankies and the Official Party at Under the Bridge on the 22nd

ESI Super Forum Group Pass - £675.00 (25% Group Discount)

- Access to all the ESI Super Forum panels, workshops and exhibition space for **three people**
- BOF Main Hall exhibition access
- Refreshments throughout the day and lunch
- Access to the evening's networking events including Frankies and the Official Party at Under the Bridge

ESI Super Forum - Esports Team Pass - £200.00

- Access to all the ESI Super Forum panels, workshops and exhibition space for one person from a recognised esports team
- Refreshments throughout the day and lunch
- Access to the evening's networking events including Frankies and the Official Party at Under the Bridge

ESI Super Forum + Betting on Football Conference One Day Pass - £450.00

- Access to all the ESI Super Forum panels, workshops and exhibition space
- Access to all of the Betting on Football Conference panels and workshops (March 22nd)
- BOF Main Hall exhibition access
- Access to the evening's networking events including Kensington Roof Gardens on March 21st and Frankies and the Official Party at Under the Bridge on the 22nd

A faint, light gray world map is visible in the background, centered behind the text.

BETTING ON FOOTBALL

BETTING ON FOOTBALL 2018

The ESI Super Forum is running alongside the well-established SBC Betting on Football Conference. These events are separate but attendees have access to both exhibition spaces and delegates.

Betting on Football (BOF 2018) is the largest sports betting industry event, held **20 - 23 March** at **Stamford Bridge**.

- 1,500 senior executives attending
- 180 leading industry speakers
- 40 sessions and panel discussions over 2 days
- 8 main conference tracks
- 4 conference rooms
- 40 exhibitors + 20 dedicated meeting rooms and hospitality suites

CONFERENCE & CONTENT

The **conference tracks** will cover leadership, country market profiles, marketing and media, as well as trading and operations. In total **40 key sessions** and **roundtable discussions** Wednesday and Thursday from 9:00 - 17:00.

EXHIBITION & PRODUCT DISPLAY

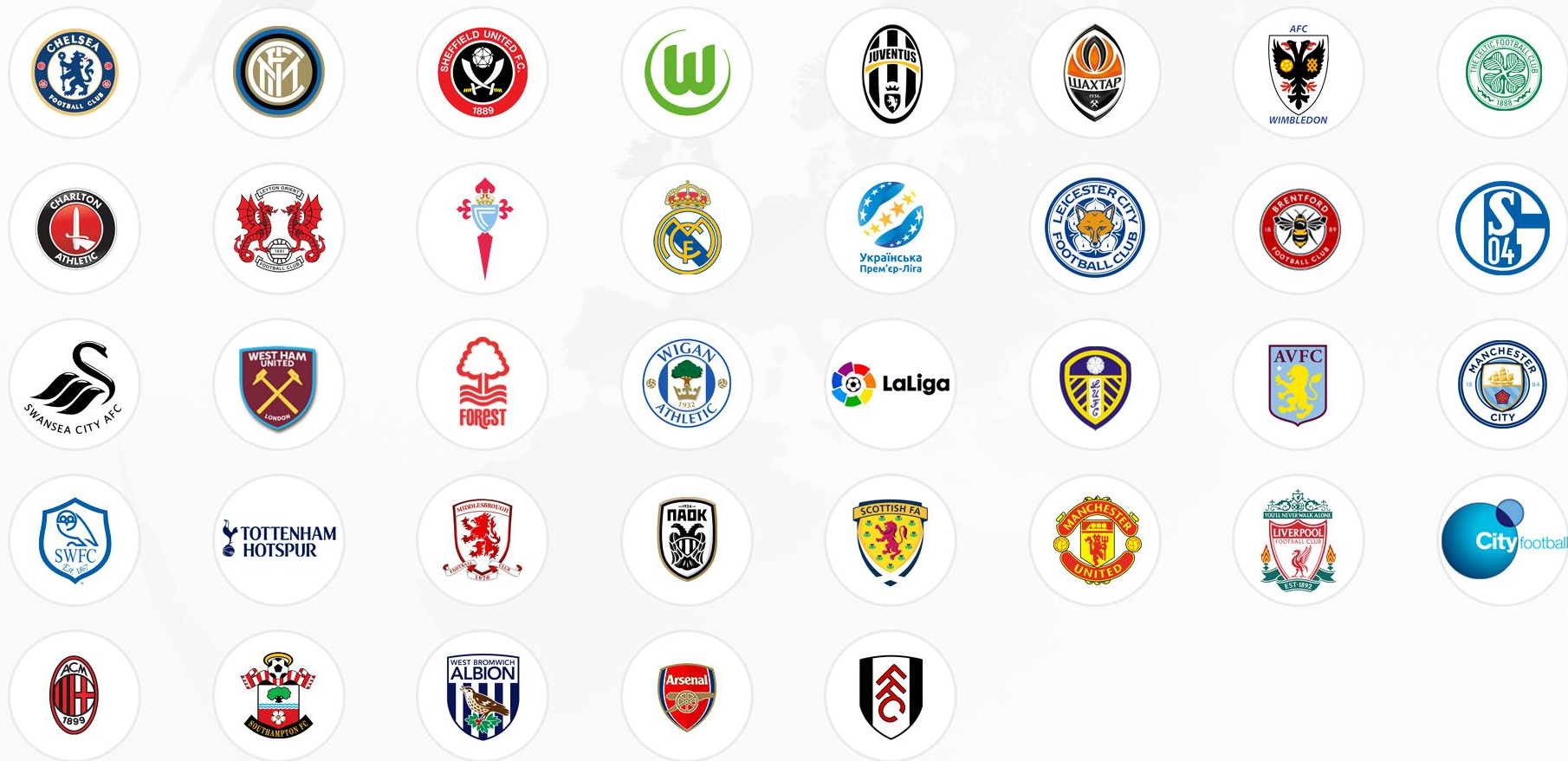
Open throughout Wednesday and Thursday, the exhibition area will include **50 exhibitors**, networking areas, meeting rooms, and of course refreshments, lunch and networking drinks.

NETWORKING & BUSINESS MEETINGS

Wednesday 21 March: Drinks reception in the exhibition area from 17:00 to 19:00, followed by the official party at the glamorous **Kensington Roof Gardens** owned by Virgin billionaire Richard Branson, from 20:00 to 2:00.

Thursday 22 March: Drinks at Frankie's from 17:00 to 19:00, followed by dinners and the closing networking party at the famous London club **'Under the Bridge'** (below Stamford Bridge and known as Roman Abramovich's favourite venue) from 19:00 to 02:00.

WHICH FOOTBALL CLUBS AND LEAGUES ARE ATTENDING BOF 2018?



View all football clubs [here](#)

BOF 2018 - FULL AGENDA

TUESDAY 20 MARCH

- 15:00 - 22:00 Pre-registration at the Official Hotel
19:00 - 24:00 Networking Drinks at Frankie's, the World Cup Bar

WEDNESDAY 21 MARCH

- 09:00 - 19:00 Exhibition Open
10:00 - 17:30 World Cup and Beyond (Track)
10:00 - 17:30 Global Market Profiles (Track)
10:00 - 17:30 Betting on Innovation
10:00 - 17:30 Betting on Sponsorship Forum
17:00 - 18:00 Stadium Tours of Stamford Bridge
17:00 - 19:00 Networking Drinks in Exhibition Area
19:00 - 20:00 Networking Drinks at Frankie's / World Cup Bar
20:00 - 02:00 Official Party at Kensington Roof Gardens

THURSDAY 22 MARCH

- 09:00 - 17:30 Exhibition Open
10:00 - 17:30 Leadership (Track)
10:00 - 17:00 Customer Journey (Track)
10:00 - 17:00 **Esports Insider Super Forum**
10:00 - 17:00 SBC Sponsorship Forum
17:00 - 18:00 Stadium Tours of Stamford Bridge
17:00 - 20:00 Networking Drinks at Frankie's / World Cup Bar
20:00 - 02:00 Closing Party at Under the Bridge

FRIDAY 23 MARCH

- 10:00 - 13:00 Casual Networking
12:00 - 13:00 Stadium Tours at Stamford Bridge

BETTING
ON
FOOTBALL

The Fourth Edition of the International
Sports & Football Betting Trade Conference
3-5 MAY 2017 @ STAMFORD BRIDGE

OFFICIAL MATCHDAY PROGRAMME



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