

AGENDA PREVIEW

More info @ <http://sbcevents.com/betting-on-football-2018/>



TUESDAY

- 10:00 - 18:00** European Lotteries Forum (Members Only event)
- 14:00 - 16:30** Gaming in Holland (The Dutch Online Gaming Market)
- 15:00 - 22:00** Pre-registration at the Official Hotel
- 17:00 - 00:00** Networking & Drinks at [Frankie's](#), the Trustly Bar



WEDNESDAY – CONFERENCE DAY 1

- 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** Affiliate Insider Bootcamp
- 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](#), the Trustly Bar
- 20:00 - 02:00** Official Party at [Namco Funscape London](#)



THURSDAY – CONFERENCE DAY 2

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



FRIDAY

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

FURTHER DETAILS

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

If you need any further details please contact:

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	WORLD CUP AND BEYOND DRAKE SUITE	GLOBAL MARKET PROFILES HARRIS SUITE	AI BOOTCAMP BONETTI SUITE		BETTING ON INNOVATION HOLLINS SUITE
10:15 – 11:00	LIFE BEYOND THE BONUS: WILL PRICE BOOSTS RULE THE ROOST? <p>With sign-up bonuses increasingly under pressure from both customers and marketing, what alternatives can operators use to reach their audience?</p> <p>SPEAKERS Manuel Stan, Central Brand Marketing Director, Kindred Group Florian Guede, CMO, Mybet Eddie Bennett, Managing Director, Boylesports</p> <p>MODERATOR George Elek, Head of Media Relations, Oddschecker</p>	SPAIN – A NEW WINDOW OF OPPORTUNITY <p>With the licensing process still open, what opportunities exist in one of the hotbeds for sport and football in particular.</p> <p>SPEAKERS Jacob Lopez Curciel, CEO, OPTIMA Mikel López de Torre, Chairman of Jdigital Spain, Sportium Christian Tirabassi, Senior Partner, Ficom Leisure Pablo Ortiz, Group Sales Director, Baskonia-Alavés Group</p> <p>MODERATOR: Willem van Oort, Founder, Gaming in Spain</p>	THE SOCIAL MEDIA HACKS WORKSHOP <p>Heard of social channels but no idea how to harness the beast? Join this interactive workshop to learn the latest trends, hacks and conversation tactics to create engaging content, convert value customers and build a membership community that drives incremental revenue to your affiliate business.</p> <p>SPEAKER Sarah Sangster, Digital Marketing Specialist, Sangster Digital</p>	10:15 – 11:00	ADDRESSING THE COMPLEXITIES OF CONTEXTUAL MARKETING FOR IN-PLAY <p>Contextual marketing takes on yet another dimension for sportsbooks, as customers are not just across devices and channels but also have expectations of real time experiences based on changing odds, events and betting behaviours. How do you address these challenges?</p> <p>SPEAKERS Brendan O’Kane, CEO, OtherLevels Richard Harris, former Head of Online Marketing, PaddyPowerBetfair</p>
	11:00 – 11:20 REFRESHMENT BREAK		11:00 – 11:20 REFRESHMENT BREAK		11:00 – 11:20 REFRESHMENT BREAK
11:20 – 12:05	MATCH DAY LIVE – ENGAGING CUSTOMERS IN A LIVE ENVIRONMENT <p>Betting now places an optimal emphasis on live customer dynamics – just look at designer bets for an example of this, and engagement, but how is this managed efficiently?</p> <p>SPEAKERS Endre Nasset, Interim Director of Sports, Gaming Innovation Group Matt Scarrott, Director of Sportsbook & VIP, Betvictor Mark Powell Bevan, Head of Marketing & Content, Paddy Power Betfair</p> <p>MODERATOR Meir Moses, VP Business Development, Don Best Sports</p>	ITALY – LIVING WITHOUT THE WORLD CUP <p>Italy are staying at home this summer – for the first tournament since 1958. How will bookmakers generate interest in the World Cup?</p> <p>SPEAKERS Fabio Schiavolin, CEO, SNAITech Francesco Carione, Managing Director, La Gazzetta dello Sport Quirino Mancini, Partner, Tonucci & Partners Marco Castaldo, CEO, Microgame</p> <p>MODERATOR David Clifton, Director, Clifton Davies</p>	THE “REAL DEAL” SEO WORKSHOP <p>Ever wanted to know how you can improve your rankings or perform a detailed SEO audit? Andy will be revealing exactly how to audit your own site, spot the unicorn SEO tactics that will drive increased traffic specific to sports betting. <i>There’s also an opportunity to win an intensive Audit worth £4,500 with Andy to growth hack your affiliate site.</i> So don’t miss it!</p> <p>SPEAKER Andy Edwards, CEO, Mad About Media</p>	11:20 – 11:50	WORLD CUP ACQUISITION: TURNING TOURNAMENT PUNTERS INTO REPEAT PLAYERS <p>A session looking at uncovering the specific behavioral patterns that distinguishes the different World Cup Punters from one another and focus on how to maximise their long term retention and value.</p> <p>SPEAKER Motti Colman, Director of New Business, Optimove</p>
12:05 – 12:50	DFS – FANTASY’S LAST GREAT OPPORTUNITY IN EUROPE? <p>Is the World Cup the last big opportunity for fantasy sports to break the European market? Or are we just at the start of something big?</p> <p>SPEAKERS Valery Bollier, CEO, Oulala John Gordon, CEO, Premier Punt Bjorn Fjellby, COO, Scout Gaming Group Jeffrey Haas, Chief International Officer, DraftKings</p> <p>MODERATOR Sam Cooke, Editor, Esports Insider</p>	SCANDINAVIA – SURVIVAL OF THE FITTEST <p>What can betting stakeholders learn from Nordic players, as investors place a higher emphasis on international growth and creating dynamic brand and product propositions.</p> <p>SPEAKERS Jesper Soegaard, CEO, Better Collective Jari Vahanen, Senior Vice President, Veikkaus Ismaïl Vali, Director of Marketing - NordicBet, Consultant</p> <p>MODERATOR Morten Ronde, CEO, Nordic Gambling</p>	12:05 – 13:00 THE BIG LINK DEBATE <p>This session discusses why you simply cannot ignore link building as part of your website growth strategy and exactly what strategies are required for sports betting affiliates to make it successful. Nick Garner will deliver detailed insights on what Google wants in 2018 and how you can make that work for your sports betting affiliate site.</p> <p>SPEAKER Nick Garner, Founder, Rize Digital</p>	11:50 – 12:20	PLAYING THE GAME – HOW TO ENGAGE AND MONETISE NON-BETTING FOOTBALL FANS <p>As both the cost of acquiring new customers and the rate of churn increase, this session explores the opportunity for new game types to emerge that appeal to the broader fanbase, addressing the challenge of how to engage and monetise new customers.</p> <p>SPEAKER Bruce Bale, CEO, Sportdec</p>
				12:20 – 12:50	OPTA & SKY BET’S BLUEPRINT FOR PLAYER PROPS PERFECTION <p>Opta and Sky Bet expose what’s changed to drive the boom in betting on player and team stats, tips and traps for operators and why fans may never watch football the same way again.</p> <p>SPEAKERS Shane Gannon, SVP, Perform Betting Andy Wright, Head of Sports, Sky Betting & Gaming Duncan Alexander, @OptaJoe, Opta Chief Analyst</p>

WORLD CUP AND BEYOND DRAKE SUITE

GLOBAL MARKET PROFILES HARRIS SUITE

AI BOOTCAMP BONETTI SUITE

BETTING ON INNOVATION HOLLINS SUITE

12:50-14:00 NETWORKING LUNCH BREAK

14:00
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14:45

SPORTS MEDIA – CUTTING THROUGH THE NOISE WITH QUALITY CONTENT

Facebook and Twitter will be key battlegrounds this summer – but will other networks and media provide better ROI?

SPEAKERS

Chris Harrison, Industry Head – Performance Markets, Google
Dr. Matthias Kirschenhofer, Managing Director of Entertainment, Sport1 Media GmbH
Mark O'Donnell, Head of Betting & Gaming, Trinity Mirror
Jimmy Lloyd, Sun Sport Content Development Editor, News International
David Duffield, VP of Sales, Minute Media

MODERATOR

David Knight, International Media Expert

14:45
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15:30

SPEAKING WITH INTEGRITY – THE LATEST TACTICS AGAINST MATCH FIXING

With the next World Cup in Russia and Qatar, there is more focus than ever on football integrity. How are bookmakers working with football to keep out the fixers?

SPEAKERS

Jake Marsh, Head of Integrity, Perform
Eric Konings, Sports Betting Integrity Officer, Kindred Group
Gilles Maillet, Sport Integrity Director, La Française Des Jeux
Giancarlo Sergi, General Secretary, Global Lottery Monitoring System (GLMS)

MODERATOR

Morten Larsen, Chief Analyst, Oxford Research)

AFRICA – TACKLING CHANGING LAWS

How to operate effectively in a football mad region with an array of different and fluid rules when it comes to sports betting.

SPEAKERS

Mathew Symmonds, CEO, WebAnalysisSolutions
Ian Hogg, Investor, BetBoss.co.ke
Martin Sack, Group Manager: Online Business Development, Sun International
Sergei Portnov, CEO, Parimatch

USA – MAKING AMERICA A GREAT MARKET AGAIN

Will it, won't it? The US market could be the biggest betting market on the planet – but it all depends on the Supreme Court. But how would the market look? What do US punters want?

SPEAKERS

Paris Smith, CEO, Pinnacle
Robin Roy, Director of Sales: North America, Betradar
Ian Penrose, Former CEO, Sportech
Mark Blandford, Founder, Sportingbet

MODERATOR

David Sargeant, CEO, iGaming Ideas

CONTENT STRATEGIES FOR NEW & EXISTING SPORTS BETTING AFFILIATES

How to build your brand whilst climbing the Search Engine Results. This session will deliver an in depth analysis of the sportsbetting environment and how affiliates can growth hack their traffic creating innovative content strategies that help build a brand voice and engage a targeted audience.

SPEAKER

Martin Calvert, Marketing Director, BlueClaw Media

STARTING YOUR ESPORTS JOURNEY

An in-depth analysis of the current esports market and trends. In this session you'll learn how you can use this channel as an early adopter to monetise your business using the infrastructure you already have in your sports betting affiliate business. Exactly what you need to know to make money in this channel.

SPEAKER:

Per Wolf, Esports Expert

14:00
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14:30

INNOVATION IN AUTOMATION – THE TRADING ROOM OF THE FUTURE

After derivative pricing and in-play betting first brought the need for automation to the trading room, what is the future of pricing automation for the industry?

SPEAKERS

Leigh Herdman, CEO, AlgoSport

14:30
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15:50

DEVELOPMENTS IN PAYMENTS: TREAT YOURSELF TO AN 'INSTANT' LIFT

As customers seek instant payment gratification, Trustly assesses how bookmakers can accentuate their incentives, bonuses and offers through instant pay-out products.

SPEAKER

Nicholas Tucker, Head of Sales, Trustly

15:00
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15:30

RESOLVING TWO 'PAIN POINTS' FOR A SPORTS BETTING BUSINESS

TCM Inplay discusses disrupting customer acquisition and traffic monetisation with a mobile-first social gaming strategy.

SPEAKER

Jim Yu, CEO & Founder, TCM Inplay

15:30 – 16:00 REFRESHMENT BREAK

16:00
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16:30

A NEW APPROACH – IDENTIFYING GLOBAL TRENDS IN SUSPICIOUS BETTING PATTERNS 2017

Presenting key findings from a forthcoming report that examines global trends in irregular football betting patterns, this session will provide stakeholders in football integrity with insights derived from innovative techniques using inside-the-market expertise and data analytics in a pioneering partnership between the Perform Group and Starlizard Integrity Services.

SPEAKERS


Jake Marsh, Head of Integrity, Perform
Affy Sheikh, Head of Integrity, Starlizard Integrity Services

15:30 – 16:00 REFRESHMENT BREAK

15:30 – 16:00 REFRESHMENT BREAK

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16:00 – 16:45	<p>TRANSFER WINDOW – KEEPING PLAYERS ENGAGED FOR THE NEW SEASON</p> <p>After investing on new customers, what options do operators have to keep sign ups warm before the onset of the new domestic seasons?</p> <p>SPEAKERS Simon Westbury, Chief Commercial Officer, VSoftco Martin Wachter, CEO, Golden Race Tim Green, CEO, Highlight Games Richard Terry, Senior Games Producer – Virtuals Live, Inspired</p> <p>MODERATOR Kelly Kehn, Principal Consultant, Kelly A. Kehn Consulting</p>	<p>ASIA – EFFECTIVE WAYS TO REACH AN AUDIENCE</p> <p>How are operators tackling the opaque regulatory landscape in the region? Which is the most effective way of reaching the end user? Expensive sponsorship or social media and new technology?</p> <p>SPEAKERS Jim Yu, CEO, TCM Inplay Bill Mummery, Executive Director, SBOBET Archie Watt, CFO, Luckbox Adriaan Brink, CEO, BetterBetting</p> <p>MODERATOR Nelson Ferrigni, Managing Director, Ogoun Consulting</p>	<p>DESTINATION AFRICA – NEGOTIATING THE NEXT BIG IGAMING AFFILIATE MARKET</p> <p>From Nigeria and Kenya to South Africa, sportsbooks in sub-Saharan Africa are increasingly diversifying their marketing mixes to include the affiliate channel. Offering significant revenue opportunities for savvy, affiliates, Income Access has gathered together a panel of affiliates, as well as local brands and service providers, to share their perspectives about the next big destination for affiliate marketing.</p> <p>SPEAKER Sarafina Wolde Gabriel, VP Operations Income Access Paysafe Group</p>	16:30 – 17:00	<p>BLOCKCHAIN – A TRUE GAME-CHANGER</p> <p>Blockchain is set to disrupt the entire betting market. It will increase transparency, open new markets, provide the ability to drive down costs by reducing transaction fees and in turn provide operators with the ability to give better odds. The question is how quickly this will happen.</p> <p>SPEAKER Eugene Malahov, CMO, Proof of Toss</p>
16:45 – 17:30	<p>FINDING A PARTNER – THE HIDDEN BENEFITS OF FOOTBALL SPONSORSHIP</p> <p>Shirt sponsorship is a very visible method of marketing, but what other assets help reach the fanbase? Do the other partnership options provide more ROI?</p> <p>SPEAKERS Harj Hir, Head of Partnerships Engagement, Leicester City Football Club Clive Russell, Managing Director, BD Sports Rights Phil Canavan, Director, SEM Global Shaun Simmonds, Head of Marketing, Europe, Sportpesa</p> <p>MODERATOR Jaap Kalma, Former Chief Commercial Officer, AC Milan</p>	<p>EASTERN EUROPE – NOISY NEIGHBOURS</p> <p>What kind of an opportunity does a World Cup in Russia provide for the industry in nearby markets?</p> <p>SPEAKERS Stilian Shiskov, CEO, Sportal.bg Martin Lycka, former Senior International Legal Counsel, Paddy Power Betfair Lasha Machavariani, CEO, Setanta Sports Media Veiko Krünberg, Managing Director of Online Operations & Sportsbook, Olybet – Olympic Entertainment Group</p> <p>MODERATOR Milena Dimitrova, Founder, ThinkiGaming</p>	<p>MENTOR SESSION: GROWING YOUR SPORTS BETTING AFFILIATE BUSINESS</p> <p>In this session Marcos will share with you his detailed experiences and insight about building a successful sports betting business in a crowded market. He'll share journey he's had growing the Clever Advertising Group and help you navigate the competitive landscape to find growth hacking for personal success.</p> <p>SPEAKER Marcos Oliveira, Chief Affiliate Officer, Clever Advertising Group</p>	17:00 – 17:30	<p>HOW TO INCREASE TURNOVER BY BRINGING LIVE BETTING TO THE CUSTOMER</p> <p>Calls to action are not an exact science, and difficult to pull off in a live environment. But what if customers could set their own calls to action by choosing the parameters they are interested in? How would this increase engagement?</p> <p>SPEAKERS Fredrik Fröst, Head of Product, Triggybet.com Daniel Svenson, CTO, Triggybet.com</p>

NETWORKING DRINKS

- 17:00-19:00** Networking Drinks in Exhibition Area
- 19:00-20:00** Networking Drinks in the Trustly Bar
– sponsored by  **Trustly**

OFFICIAL NETWORKING PARTY

- 20:00-02:00** Official Networking Party at Namco Funscape London
– sponsored by  **SBCGLOBAL**

The venue is located in London's magnificent County Hall, right next to The London Eye, on London's South Bank.

The venue offers free use of 200 arcade machines, 14 bowling lanes, table tennis, pool tables, bumper cars, laser mazes, escape rooms, DJs, dance floor, lounges, and of course bars with drinks for everyone.

	LEADERSHIP TRACK DRAKE SUITE	CUSTOMER JOURNEY TRACK HARRIS SUITE	ESI SUPER FORUM BONETTI SUITE		SBC SPONSORSHIP FORUM HOLLINS SUITE
10:15 – 11:00	DEBATE: THE PHILOSOPHY OF GAMBLING What role do bookmakers play in society? How can society, and the industry, strike an acceptable balance between the potential benefits of betting and its potential harms? SPEAKER Jonathan Wolff , Blavatnik Chair of Public Policy, Blavatnik School of Government, University of Oxford	BRIDGING THE GAP – GETTING CUSTOMERS OVER THE THRESHOLD Getting people to notice the brand is one thing – but converting them into accounts is a whole other skill. Are skilled affiliates the best conversion tool? SPEAKERS Tom Ustunel , Betting & Gaming Director, Sun Bets Alexis Murphy , CEO, betFIRST Tina Thakor-Rankin , Principal Consultant, 1710 Gaming Francesco Carione , Managing Director, La Gazzetta dello Sport MODERATOR Paul McNea , Director, iGaming Performance	UNDERSTANDING THE ESPORTS ECOSYSTEM: WHO'S WATCHING, WHAT'S IT REALLY WORTH AND WHY SHOULD TRADITIONAL SPORTS CARE Let's get the basics tied down, who are the stakeholders in esports, where's the money coming from (and going), where could it be coming from and why should traditional sports clubs and leagues give a damn. SPEAKERS James Dean , MD, ESL UK Mark Cox , UK Head of Publishing, Riot Games Michael 'ODEE' O'Dell , General Manager, Team Dignitas Viktor Romaniuk Wanli , CEO, Kinguin MODERATOR: Ian Smith , Commissioner, ESIC	10:00 – 10:30 SNAPSHOT – SPONSORSHIP IN FOOTBALL A look at the current state of play around gambling sponsorship in football. SPEAKERS Jaap Kalma , SBC Football Ambassador	
	11:00 – 11:20 REFRESHMENT BREAK				
11:20 – 12:05	INVESTMENT PANEL – WHERE IS THE ATTRACTIVE RISK? With major consolidation in the market involving the big players, where is the value for other investment. What is happening in the affiliate sector? SPEAKERS Marek Smrha , Invest Manager, Penta Investments David Shapton , Partner, Akur Capital Michal Kopec , Head of M&A, Better Collective David Levy , Business Development Director, XL Media MODERATOR David McLeish , Partner, Wiggins	SHOW ME THE MONEY – PAYMENTS, AML, FRAUD PREVENTION There's a balancing act between a smooth registration and a safe registration. What can be done to improve the experience without impacting the checks? SPEAKERS Marc Wood , Head of Gaming, Pay360 Tim Criddle , Senior Security Specialist, Akamai Matthew Harrod , International Payment Support, Processing.com Tim Pine , Chief Product Officer, W2 Global Data MODERATOR Bryan Blake , CEO, Hexopay	11:00 – 11:20 REFRESHMENT BREAK KEYNOTE – RUUD GULLIT Ballon D'Or winner and Dutch football legend Ruud Gullit will take to the stage at his former stomping ground to discuss the crossover of football and esports. Gullit recently launched Team Gullit, a FIFA esports academy, so is very much caught up in the crossover of the two worlds.	10:30 – 11:00 THE POWER OF THE PREMIER LEAGUE A look at the history of gambling shirt sponsorship in England; from Betfair to ManBetX SPEAKER Scott Longley , Director, Clear Concise Media	
					11:00 – 11:20 REFRESHMENT BREAK
					11:20 – 11:50 MEASURING MARKETING – HOW TO CALCULATE ROI BEYOND CUSTOMER ACQUISITION An analysis of how betting operators measure success and how football clubs can provide those metrics. Can we calculate a holistic ROI? Do one season deals make sense? SPEAKERS Marco Nazzari , Managing Director, Europe, Nielsen Sports
					11:50 – 12:10 INTRODUCTION BREAK
12:05 – 12:50	CREATIVE APPROACH – WHY THE TRADING FUNCTION IS THE PERFECT ENVIRONMENT FOR INNOVATION How the creation of developments such as 'request some odds' shows there is still room for new thinking amongst the most traditional of bookmaking skills. SPEAKERS Tom Palin , Head of Football, Sporting Index Sam Hill , Business Development Director, Betgenius Andy Wright , Head of Sports, Sky Betting & Gaming Steen Madsen , Managing Director, Betsson Group MODERATOR Conall McSorley , Business Development Director, GBE Technologies	UX MARKS THE SPOT – BUILDING THE PERFECT CUSTOMER ENVIRONMENT The smaller mobile screen is still a big headache for operators and customers wanting simple navigation. What creative ways are the industry using on this challenge? SPEAKERS Guy Sever , Head of Gaming, 365Scores Andreas Bardun , CEO, Mobile Gaming Innovation Adam Wilson , Co-founder, Bookee MODERATOR Nikos Chalikias , CEO, Favbet	12:10 – 12:50 SPORTS CLUBS IN ESPORTS: THE STORY SO FAR By our count there are more than 180 sports clubs involved in esports to some degree. But the bigger question is who's doing it well, what are they doing, what works and why. SPEAKERS Colin Johnson , Head of FIFA, RL and SFV, Fnatic and AS Roma Christian Sørensen , CEO, North Pedro Honório da Silva , CEO, Qwatti eSports Agency Paul Rayment , Marketing Manager, Goal – Perform Group MODERATOR Dom Sacco , Head of Content, British Esports Association	12:10 – 12:40 PANEL: GLOBAL PRODUCT – THE OPPORTUNITIES SURROUNDING REGIONAL PARTNERSHIPS The larger clubs are able to offer regional partnerships – are these as valuable as shirt sponsorships? What are the advantages and opportunities around regional partnerships? SPEAKERS Giorgio Ricci , Co-Chief Revenue Officer, Juventus Rory Anderson , Consultant, 12bet Ed Pownall , Global PR Director, Bodog Brand MODERATOR Tom Washington , Head of PR & Communications, Betgenius	

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	12:50-14:00 NETWORKING LUNCH BREAK		12:50-14:00 NETWORKING LUNCH BREAK – ESI & SpecialEffect Tekken Showdown – Clarke Suite	12:50-14:00 NETWORKING LUNCH BREAK
14:00 – 14:45	<p>REGULATION – IS THERE A BACKLASH COMING?</p> <p>In some of the more established betting jurisdictions are now pushing back on the industry, particularly with regards to marketing. Is this a natural cycle or is the industry at fault for not self regulating effectively?</p> <p>SPEAKERS Stephen Kettleley, Partner, Wiggin Richard Hayler, Managing Director, IBAS Britt Boeskov, CPO, Kindred Group Andy Taylor, Regulatory Policy Executive, Committee of Advertising Practice (CAP) Andy Taylor, Regulatory Policy Executive, Committee of Advertising Practice</p> <p>MODERATOR Peter Greenhill, CEO, Creative 3DWeb</p>	<p>AS YOU LIKE IT – THE OMNI CHANNEL CHALLENGE</p> <p>360 views of the customer should also extend to the customer having 360 degree access to the operator. But is offering the same experience across all platforms only possible for the biggest operators?</p> <p>SPEAKERS Valentyn Kyrylenko, VP Business Development, Betinvest Athanasios Rigas, Trading Director, OPAP Keith O'Loughlin, EVP Sportsbook Openbet, SG Digital Peter Woodfine, Business Development Director, Vermantia</p> <p>MODERATOR Eugene Delaney, Director, Racing Post B2B</p>	<p>ESPORTS TEAM OWNERSHIP: A WORTHY INVESTMENT?</p> <p>There have been plenty of sports stakeholders buying stakes in esports teams, or just buying them outright, in the past year. Relative to Premier League and NBA teams they're still going cheap, but is it a good investment and on what do you base that answer?</p> <p>SPEAKERS Nikolaj Nyholm, CEO, RFRSH Nicolas Maurer, CEO, Team Vitality Ben Woodward, Co-Founder, Code Red Agency Kieran Holmes-Darby, MD, excel Esports</p> <p>MODERATOR Mike Stubbs, Esports journalist (M)</p>	<p>PUBLIC PERCEPTION – TACKLING NEGATIVE CONNOTATIONS</p> <p>How can clubs and betting brands work together to tackle match fixing and problem gambling issues? Should social responsibility initiatives be included as part of sponsorship packages? Player education on anti-match fixing schemes?</p> <p>SPEAKERS Steve Donoughue, Consultant Ruud Gullit, Football Ambassador Simon Barker, Assistant Chief Executive, Professional Footballers Association (PFA)</p> <p>MODERATOR Gemma Boore, Associate, Mishcon de Reya LLP</p>
14:45 – 15:30	<p>AFFILIATE CEO PANEL – NAVIGATING A CHANGING ENVIRONMENT</p> <p>The future landscape for affiliates is hard to discern given the regulatory crackdown and the huge amount of consolidation. Where is the sector heading?</p> <p>SPEAKERS Inbal Lavi, CEO, Israel, XL Media Dan Grigorescu, CEO, BetBrain Marcos Oliveira, Chief Affiliate Officer, Clever Advertising Group</p> <p>MODERATOR Lee-Ann Johnstone, Founder, Affiliate Insider</p>	<p>NEW GROUND – DO RETENTION VALUES NEED TO BE RETHOUGHT?</p> <p>Given the cost of acquisition, and the political fallout over-promotion can cause, has the time come for CRM to start breaking accepted wisdoms on player lifetime values and become a key strategic point? How can operators engage their existing customer base more effectively?</p> <p>SPEAKERS Leigh Noy, Solutions Engineer, Optimove Motti Colman, Director of New Business, Optimove Russell Mifsud, Associate Director – Gaming, KPMG Malta Sean Keogh, CPO, Mybet</p>	<p>SPONSORSHIP IN ESPORTS AND WHY BRANDS NEED TO PLAY A DIFFERENT GAME</p> <p>Sponsorship in esports is on the up, which is no surprise in an entertainment industry that's predicted to be worth over \$1bn by 2020. From Mercedes-Benz to McDonalds, find out what works, and perhaps more importantly, what doesn't work.</p> <p>SPEAKERS Frederic Weil, Partnerships Manager, Fnatic Tomek Borowka, Esports and Marketing Manager, Super Evil Megacorp Jakob Lund Kristensen, Founder and EVP Sale, RFRSH Entertainment Seb Carmichael-Brown, Commercial Director, Hashtag United</p> <p>MODERATOR Duncan McMonagle, SVP & GM, Minute Media (DBLTAP) (M)</p>	<p>14:30 – 15:00</p> <p>LEAGUE POSITION – ROUND TABLE DISCUSSIONS</p> <p>30 minute roundtable sessions on four of the major football leagues. La Liga – Spain, Serie A – Italy, EPL – England, EFL – England</p> <p>SPEAKERS George Harborne, Senior Partner Acquisition Manager, Aston Villa</p>
	15:30 – 16:00 REFRESHMENT BREAK		15:30 – 16:00 REFRESHMENT BREAK	15:30 – 16:00 INTRODUCTION BREAK
				<p>16:00 – 16:30</p> <p>ACTIVATION – THE CREATIVE WAYS OF ENGAGING WITH AN EXISTING FAN BASE</p> <p>3 x 10 min case studies on marketing objectives and making sponsorship work – Content Strategy – Offline marketing</p> <p>SPEAKERS Colm Ó Méalóid, COO, Sportego Joe Lovelace, Marathonbet</p>
				16:30 – 17:00 INTRODUCTION BREAK

	LEADERSHIP TRACK DRAKE SUITE	CUSTOMER JOURNEY TRACK HARRIS SUITE	ESI SUPER FORUM BONETTI SUITE		SBC SPONSORSHIP FORUM HOLLINS SUITE
16:00 – 16:45	<p>CEO PANEL – RUSSIAN REVOLUTION: WHY THE WORLD CUP IS KEY TO FUTURE BUSINESS</p> <p>Every two years a major football tournament can determine the prospects of a company, so how do firms plan for this strategically?</p> <p>SPEAKERS Markus Peuler, CEO, Mybet Marcus Brennan, CEO, BetBright Conleth Byrne, Managing Director, The Football Pools Jesper Karrbrink, CEO, Mr Green</p> <p>MODERATOR Gerard Starkey, Senior Communications, Kambi</p>	<p>RISKY BUSINESS - HOW TRADING CAN BE A DIFFERENTIATOR IN A CROWDED MARKET</p> <p>Until now bonus sign up offers have been the key competitive battleground, but with increased regulatory pressures on these promotions, is the door opening for bookmakers to compete in terms of trading? How far can we go in giving customers more control?</p> <p>SPEAKERS Paolo Personeni, MD Managed Trading Services, Betradar Marco Blume, Trading Director, Pinnacle Zeno Ossoko, Consultant, former MD Betstars Mark Hughes, CEO, Banach Technology</p> <p>MODERATOR Chris Duncan, Advisor, Oddslife</p>	<p>MEDIA RIGHTS AND BROADCASTING IN ESPORTS</p> <p>Twitch has ensured most people expect to watch the best of the best in esports compete at no cost. Media rights and broadcasting deals are an inevitable part of esports growth however, and we've seen some exclusive deals begin to be signed such as that between ESL and Facebook. But these exclusive deals come with their own problems. What's the future of media rights and broadcasting in esports?</p> <p>SPEAKERS Martin Wyatt, Head of Partner Relations, Gfinity Heather 'Naysayerz' Dower, Marketing and Communications Manager, ESL UK Perry Smith, Director of Content Partnerships, Ginx TV James Watson, Head of Esports, Sportradar</p> <p>MODERATOR Kirsty Endfield, Founder, Swipe Right PR (M)</p>	17:00 – 17:30	<p>BIG DATA, SOCIAL NETWORKS AND THE EVOLVING NATURE OF PARTNERSHIPS</p> <p>A look at the reach of clubs on social media and how their data is used to the benefit of promoting betting partners.</p> <p>SPEAKERS Phil Stephan, Director, Two Circles</p>
16:45 – 17:30	<p>16:45 – 17:45 SUPPLIER PERSPECTIVE - LANDS OF OPPORTUNITY - AMERICAS AND BEYOND</p> <p>With the US sports betting market on the verge of opening, among others, how are suppliers planning for the opening of the new markets?</p> <p>SPEAKERS Tiago Almeida, CEO, Sportingtech Javier Manceñido, VP Sales, OPTIMA Max Meltzer, Chief Commercial Officer, Kambi Andrew Cochrane, Chief Commercial Officer, SBTech David McDowell, CEO, FSB Technology</p> <p>MODERATOR Lee Richardson, CEO, Gaming Economics</p>	<p>FAIR PLAY – RESPONSIBILITY IN ACTION</p> <p>Betting operators are urged to up their social responsibility proficiencies, but how can industry governance create a better and more inclusive program, which caters for all betting, social and sporting stakeholders.</p> <p>SPEAKERS Maris Bonello, Integrity Lead, Kindred Group Sharon Byrne, Chair, Irish Bookmakers Association Peter Greenhill, CEO, Creative 3Dweb</p> <p>MODERATOR: Anna Hemmings, CEO, GamCare</p>	<p>16:50 – 17:30 ABIOS - THE ESPORTS DATA ROUNDTABLE</p> <p>Esports data and analytics company Abios will discuss the esports landscape and the match data supporting the industry. What are the challenges of sourcing accurate data in esports? This will also look at the live data 'problem', the differences across games and more in a session designed to be as interactive as possible. In short, all your esports data questions will be answered here.</p> <p>SPEAKER Oskar Fröberg, CEO, Abios</p>		

NETWORKING DRINKS

17:00-20:00 Networking Drinks in the Trustly Bar
– sponsored by **Trustly**

OFFICIAL NETWORKING PARTY

20:00-02:00 Official Closing Party at Under the Bridge
– sponsored by **SBCGLOBAL**

The closing party will run from 20:00 to 2:00 at 'Under the Bridge', which 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 top venues.