





# ESI LONDON 2018

**ESI London** is an event focused on explaining the esports industry from the inside out. **18 - 20 September** at **Olympia London**.

## WHY ATTEND?

- 400+ delegates
- 60+ leading industry speakers
- 18 sessions, workshops and panel discussions over 2 days
- 1 esports betting focused conference track
- 15 exhibitors with product display

## WHAT'S HAPPENING:

- September 18th - ESI Dinner and Social Warm-up
- September 19th - Exhibition + ESI Esports Workshops, Panels & Debates
- September 20th - Exhibition + Betting on Esports Track & ESI Seminar Sessions

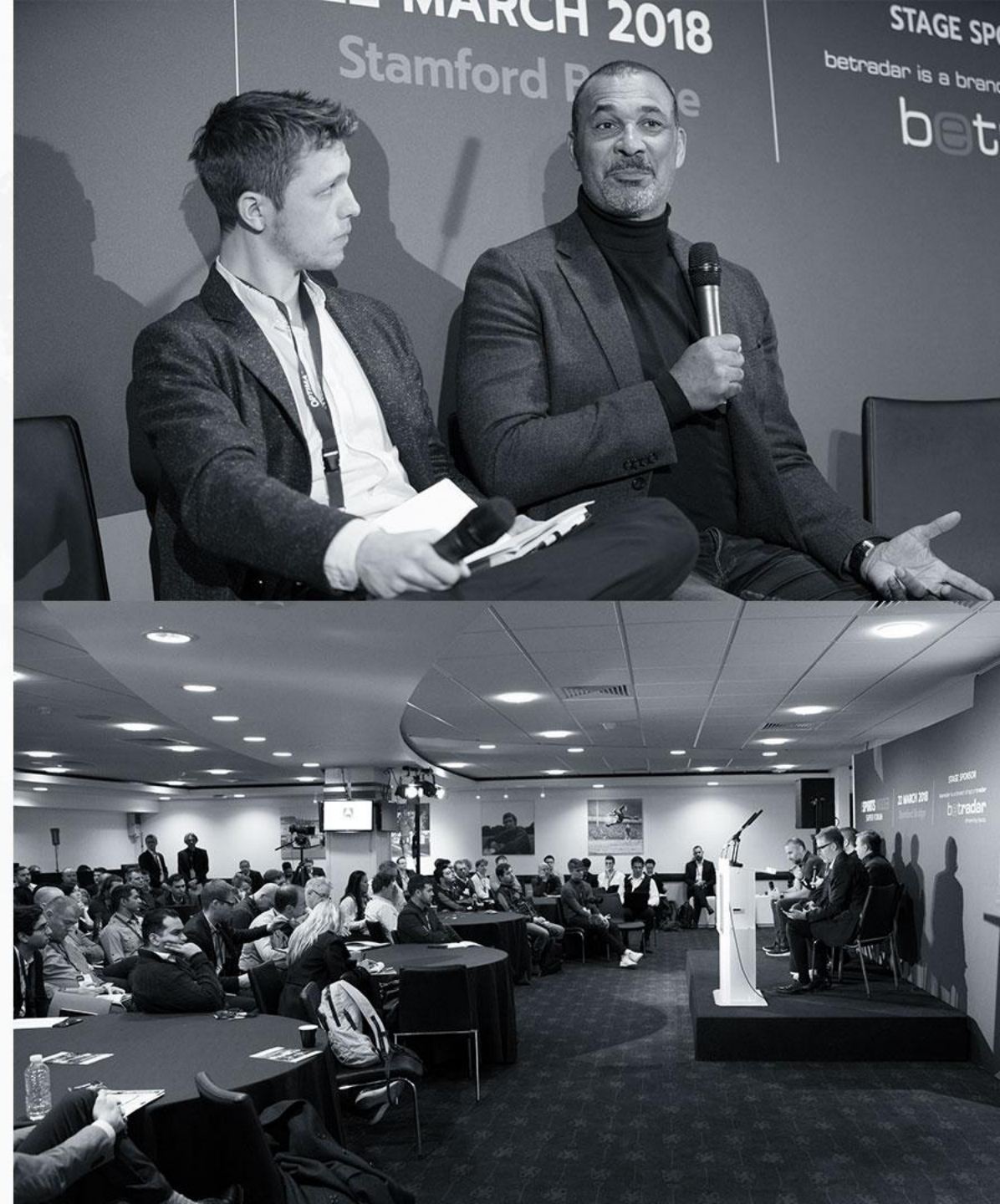
## EXHIBITION:

The exhibition space will be open through the 19th to the close of play on the 20th and will feature **over 15 exhibitors**, networking areas, an interactive zone with product demos, tournaments and fun, meeting rooms, and rest assured plenty of refreshments, lunch and networking drinks.

## NETWORKING:

There'll be networking events each evening on the 18th, 19th and 20th. This will be a combination of dinners, drinks socials and, of course, an official closing party at the Natural History Museum.

**Event Website:** <https://sbcevents.com/esi-london-2018/>





# ESI LONDON - SCHEDULE

**ESI London** will be a three day esports business conference focused on building a bridge between expertise and interest. **A full day of esports focused workshops** covering topics such as how to build a brand and make content just like an esports endemic, league, event and team operations, the importance of PR in esports, legal and compliance and much more will cover just day one.

Day two will boast a comprehensive **Betting on Esports track** covering everything from data, to building a product for esports' fans and the opportunity for casinos.

## ESI Esports Workshops, Panels & Debates (September 19th)

- The ins and outs of running an esports team
- Building a brand in esports
- UK Esports - It's coming home
- Unsung heroes - League and event operations
- Franchised leagues in esports - yay or nay?
- Force or Foster? How you define, and develop an esports title?
- Sim racing: Getting into 5th gear

## Betting on Esports Track (September 20th)

- Keynote: Case Study of an esports betting partnership
- Blockchain and betting; more than a buzzword?
- Loot crates: do they constitute gambling and what to do about them?
- Casinos, it's time to turn to video games
- Building the product esports fans want
- Data and the differences across esports titles
- Focus On: The USA



# ESI LONDON - FULL AGENDA

As a participant of ESI London, you will have access to:

## TUESDAY 18 SEPTEMBER

17:00 - 22:00	Pre-registration and networking drinks
19:00 - 22:30	ESI Dinner and Warm-Up

## WEDNESDAY 19 SEPTEMBER

09:00 - 19:00	Exhibition Open
10:00 - 17:30	ESI Workshops & Debates (Seven sessions)
10:00 - 17:30	ESI Seminar Sessions (Three sessions)
12:50 - 14:00	Lunch
17:00 - 19:00	Drinks and tournament finals in Exhibition Area
20:00 - 01:00	Official Party at Altitude 360, Millbank Tower

## THURSDAY 20 SEPTEMBER

09:00 - 17:30	Exhibition Open
10:00 - 17:30	Betting on Esports Track (Six sessions)
10:00 - 17:30	ESI Seminar Sessions (Two sessions)
12:50 - 14:00	Lunch
17:00 - 20:00	Networking Drinks
18:00 - 21:00	ESI Dinner
21:00 - 02:00	Closing Party at the Natural History Museum

## FRIDAY 21 SEPTEMBER

10:00 - 13:00	Casual Networking & Business Meetings @ Hilton
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
AGENDA THURSDAY 22 MARCH

ESI SUPER FORUM  
- BONETTI SUITE (LEVEL 4)

### SPEAKERS

-  Nicolas Maurer,  
CEO, Team Vitality
-  Ben Woodward,  
Co-Founder,  
Code Red Agency
-  Kieran Holmes-Darby,  
MD - excel, Esports

### MODERATOR

-  Mike Stubbs,  
Esports journalist, (M)

14.00 - 14.45

### ESPORTS TEAM OWNERSHIP: A WORTHY INVESTMENT?

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?

### SPEAKERS

-  Frederic Weil,  
Partnerships Manager, Fnatic
-  Tomek Borowka,  
Esports and Marketing  
Manager, Super Evil Megacorp
-  Jakob Lund Kristensen,  
Founder and EVP Sales,  
RFRSH Entertainment
-  Seb Carmichael-Brown,  
Commercial Director,  
Hashtag United

### MODERATOR

-  Duncan McMonagle,  
SVP & GM,  
Minute Media (DBLTAP) (M)

14.45 - 15.30

### SPONSORSHIP IN ESPORTS AND WHY BRANDS NEED TO PLAY A DIFFERENT GAME

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.


COFFEE BREAK

15.30-16.00 CLARKE SUITE  
TEKKEN SHOWDOWN SEMI FINALS

### SPEAKERS

-  Martin Wyatt,  
Head of Partner Relations,  
Gfinity
-  Heather 'Naysayerz' Dower,  
Marketing and Communi-  
cations Manager, ESL UK
-  Perry Smith,  
Director of Content  
Partnerships, Ginx TV
-  James Watson,  
Head of Esports, Sportradar

### MODERATOR

-  Kirsty Endfield,  
Esports journalist, (M)

16:00 - 16.45

### MEDIA RIGHTS AND BROADCASTING IN ESPORTS

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?



# ESPORTS INSIDER EVENT TESTIMONIALS



**Wouter Sleijffers**  
CEO  
Fnatic

“With ESI’s thorough understanding of the industry, it has attracted high calibre panellists out of esports but also related industries, culminating into valuable and interesting insights on a variety of topics for everyone taking an interest into esports.

We look forward to continue hosting the ESI Forum sessions into the next year.”



**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.

I would definitely recommend them!”



**Jonny Madill**  
Sports & Esports  
Lawyer  
Sheridans

”Great event and venue, and an excellent range of content and speakers.

The content and panel discussions were equally engaging for organisations endemic to esports, as well as traditional sports rights holders and brands. Well done to Sam and the team for a great event.”



**Toby Oddy**  
CEO  
Digital Fuel

“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.”



# ESPORTS INSIDER TESTIMONIALS



**Kieran  
Holmes-Darby**  
*Managing Director*  
**excel Esports Ltd**

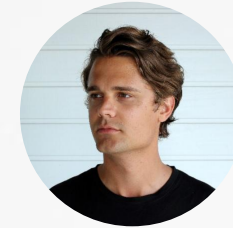
“Esports Insider are a brilliant front for the esports industry. They report on all relevant news in the esports industry and use language that makes the news palatable to the mainstream market.

“Esports Insider events are always ran smoothly with great opportunities to network with the wider market, especially the traditional sports industry, which is exactly the bridge that the esports industry needs in order to grow”



**Kirsty Endfield**  
*Founder*  
**Swipe Right PR**

”Quite simply, ESI, that is both the site and their events, is a great place to promote your brand while also connecting with leaders in the industry.”



**Oskar Fröberg**  
*Founder & CEO*  
**Abios**

“It is always a pleasure to work with the ESI team. They have a great combination of a deep understanding for esports and being very friendly while remaining highly professional.

“Having attended many of the ESI and other competing events I can with certainty say that ESI are the absolute best when it comes to esports. I would advise anyone who is interested in the esports ecosystem and the business side of things to stop by one of their events.”



# DELEGATE DEMOGRAPHICS



**400+**  
DELEGATES



**150+**  
BRANDS



**40+**  
COUNTRIES  
REPRESENTED



**50**  
WORLD-CLASS  
SPEAKERS



**100+**  
TEAMS &  
ORGANISATIONS  
REPRESENTED



## Who Attends?

Esports organisations	40%
Sports Clubs & Leagues	20%
Suppliers	30%
Media	5%
Affiliates	5%

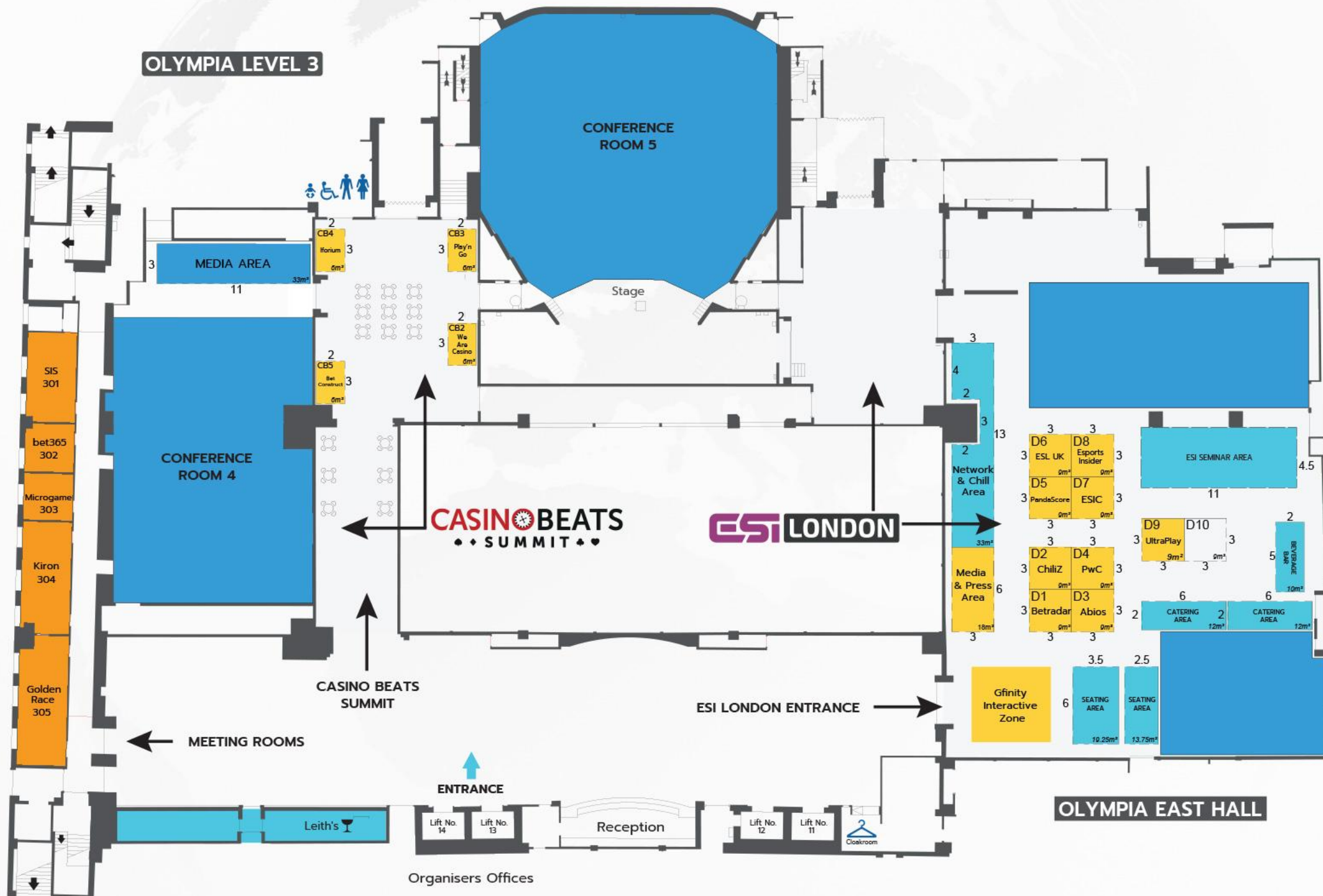
## Job Titles

CEOs / Chairman / Founder	25%
C-Level Executives	20%
Director	30%
Manager	20%
Other	5%

## Countries Represented

Armenia	Bulgaria	Curacao	Finland	Ghana	Hong Kong	Italy	Liechtenstein	Netherlands	Poland	Singapore	Sweden	Ukraine
Australia	Canada	Czech Rep.	France	Gibraltar	Ireland	Japan	Lithuania	Nigeria	Romania	Slovakia	Switzerland	USA
Austria	China	Denmark	Georgia	Greece	Isle of Man	Kazakhstan	Luxembourg	Norway	Russia	South Africa	Turkey	
Belgium	Croatia	Estonia	Germany	Guernsey	Israel	Kenya	Malta	Philippines	Serbia	Spain	UK	

# OLYMPIA LEVEL 3





# PREVIOUS SPEAKERS



**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



**Jakob Lund Kristensen,**  
**Founder**  
RFRSH Entertainment



**Mark Cox**  
UK Head of Publishing,  
Riot Games



**Michael 'ODEE' O'Dell**  
GM, Dignitas



**Viktor Wanli**  
CEO, Kinguin



**Suraj Gosai,**  
CEO and Founder,  
BlinkPool



**Tomek Borowka**  
Esports & Marketing Manager,  
Super Evil Megacorp



**Oskar Froberg,**  
CEO & Co-Founder,  
Abios



**Kirsty Endfield**  
Founder  
Swipe Right PR



**Ruud Gullit**  
Football Legend



**Duncan McMonagle**  
SVP and GM Esports,  
Minute Media



**Heather 'Naysayerz' Dower,**  
Comms & Marketing Manager,  
ESL UK



**Wouter Sleijffers,**  
CEO, Fnatic



**Christian Sorensen,**  
CEO, North

# ATTENDEES OF PREVIOUS ESI EVENTS



AHQ eSports



Amazon



BBC



British Esports Association



Betway



Code Red



DICE



DraftKings



ESIC



FirstBlood



Fnatic



Gfinity



Dignitas



excel



Kairos



Kinguin



BlinkPool



SpecialEffect



Esports Industry Awards



Gamers Apparel



HyperX



Method



Mishcon



NBA



# ATTENDEES OF PREVIOUS ESI EVENTS



NBC Universal



North



Daily Mail



Starladder



RFRSH Entertainment



Riot Games



Tottenham Hotspur



Team Vitality



Sportradar



Press Association



The Esports Observer



Sheridans



G-FUEL



GAME



Super Evil Megacorp



DBLTAP



Hi-Rez Studios



Manchester City



Movember



PwC



Intel



NEC Group




Newzoo




ESL


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www.youtube.com



**ESI BIRMINGHAM**  
Presented By  **ESL**

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**ESPORTS INSIDER**  
FORUM SERIES

[WATCH VIDEO](#)



**ESI LONDON**  
18-20th SEPTMEBER  
OLYMPIA, LONDON

[WATCH VIDEO](#)



**ESPORTS INSIDER**  
SUPER FORUM  
MARCH 22ND, STAMFORD BRIDGE, LONDON  
WWW.ESPORTSINSIDER.COM

[WATCH VIDEO](#)



# GET IN TOUCH WITH TEAM ESPORTS INSIDER...



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