

HOW CAN AI BE EFFECTIVE IN TERMS OF
A SPORTS BETTING ENVIRONMENT?
Thursday 14 September 14:00 - 14:40



house



Sam Lawrence
CEO & Co-founder, PaddyPower



Paul Reilly
CEO, Media Sports Events



Graham Cooke
CEO, Qubii



Moderated by
Christian Tirabassi
Senior Partner, Equus Leisure



Senior Partner, Equus Leisure

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Casino Beats Summit
18-20 September 2018
@ Olympia, London

OFFICIAL PROGRAMME



ORGANISED BY
SBCEVENTS
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OPTIMA **GOLDENRACE**

CASINOBEATS SUMMIT 2018

Over **250 delegates** from across the world will make their way to the **Casino Beats Summit** as part of the international betting and gaming conference week, held 18-21 September at Olympia London.

Besides Casino Beats Summit, you will have access to:

- Casino Beats Summit
 - Betting on Sports
 - ESI London
 - Hall of Fame Awards
- > Casino Conference
 - > Betting Conference & Exhibition
 - > Esports Conference & Exhibition
 - > Awards Evening & Networking Party

CONFERENCE & SPEAKERS:

30+ speakers will join the discussions around leadership, strategy, marketing, affiliates, regulation, compliance, integrity and data.

BUSINESS & NETWORKING:

Access to exhibition, networking areas, meeting rooms, lunch, refreshments and networking drinks. Great opportunity to meet industry leaders, learn about new products and generate the important new business leads.

EVENING EVENTS:

Tuesday 18 September we have pre-registration and networking drinks at Hilton Olympia, the official conference hotel.

Wednesday 19 September we will have a drinks reception in the exhibition area from, followed by the official party from 20:00 to 02:00 at [Altitude London](#).

Thursday 20 September we have the Hall of Fame awards evening and networking party at one of London's most iconic venues, the [Natural History Museum](#).

More info at: www.CasinoBeatsSummit.com



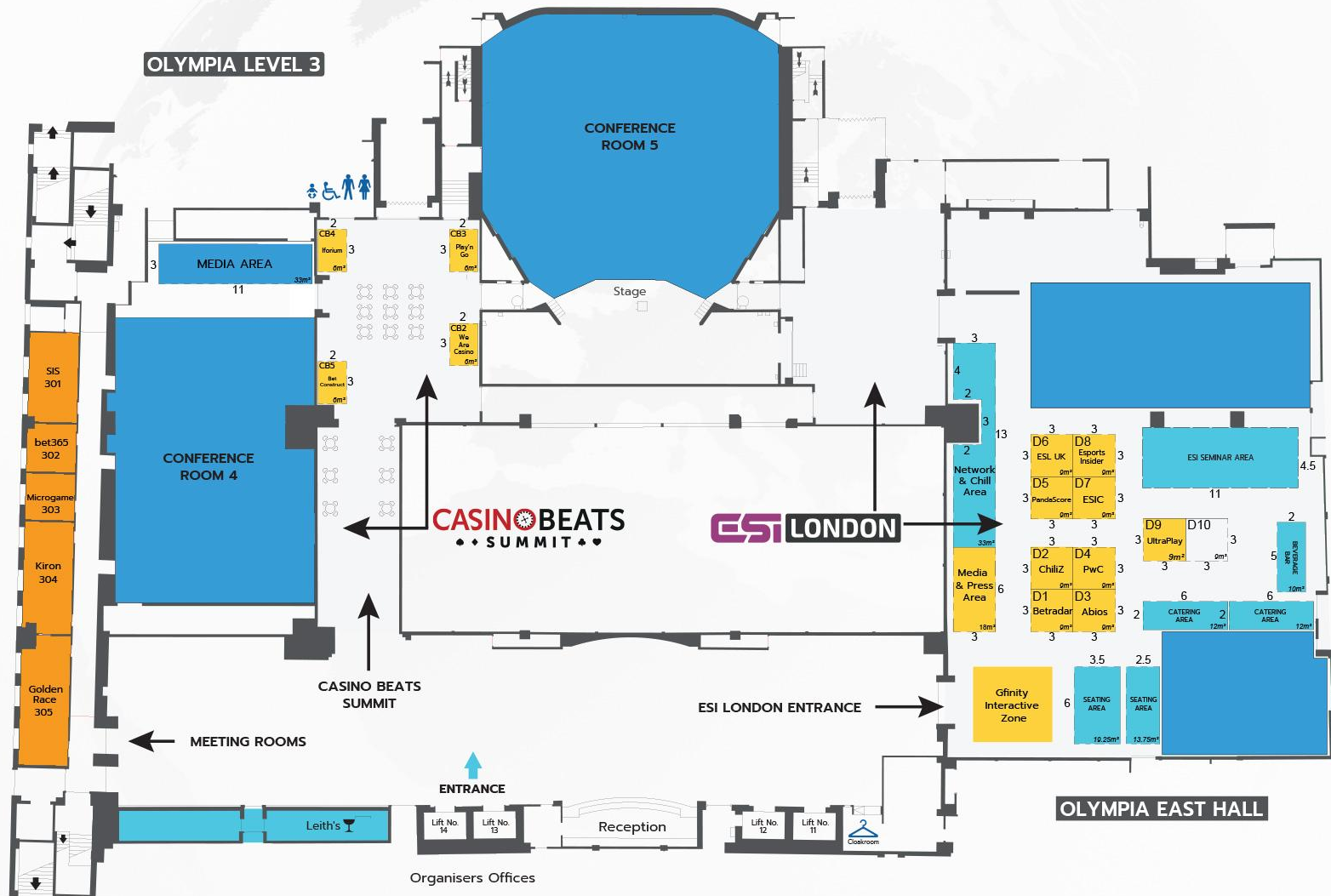
CASINOBEATS SUMMIT - AGENDA

WEDNESDAY 19 SEPTEMBER - STRATEGY DAY

10:15 - 11:00	Live and kicking Are future live casino players really expected to purchase costly peripherals, like VR headsets? If not, then what's next: AR, mo-cap? A look at live casino's brave new world.
11:00 - 11:30	Networking Break
11:30 - 12:10	CEO panel: The future of online casino Cast as sector visionaries, a panel of CEOs discuss the threats and opportunities facing the online casino gaming community.
12:00 - 12:40	UK Tax Hike Remote gaming duty is going up, from 15 per cent to perhaps 20 per cent. As the consultation process begins, what are the implications for the UK sector in terms of potential job losses, etc?
12:40 - 14:10	Lunch & Networking Break
14:10 - 15:00	With great power comes great responsibility The sector is criticised as taking a tokenistic approach to managing problem gamblers. Can and should the gaming industry do more?
15:00 - 15:30	Gender equality in online gaming How does the sector address gender stereotypes in gaming? What are the consequences of the way some games and companies depict women?
15:30 - 16:00	Networking Break
16:00 - 16:45	Blockchain roadblock It's not just currencies. The online casino of the future will use blockchain technology for ID verification, banking and much more. Are we ready to stop talking about it and get on with it?
16:45 - 17:30	Slots: old dog, new tricks Keeping the slot genre alive through new features, social extensions and gamification. Are players sick of new skins for old mechanics? Do they even care about blockbuster IP?

THURSDAY 20 SEPTEMBER - MARKETING DAY

10:15 - 11:00	Brave new world: casino, betting and new markets The repeal of PASPA in the US means a land-grab for gaming's new real estate. As distinctions between casino and betting verticals continue to blur in established markets, how do casino brands position themselves to offer betting in the US?
11:00 - 11:30	Networking Break
11:30 - 12:00	Fantasy or nightmare? The fine line of slots promotion In the UK, operators are frequently being censured for how they promote slots, specifically those with fantasy, superhero or cartoon theming. How is the best way to promote these slots without contravening marketing rules?
12:00 - 12:40	The changing affiliate landscape Are affiliates still as valuable to operators in a post ASA rulings/GDPR world? Is the punter tired of opening offers, don't they see through them now?
12:40 - 14:10	Lunch & Networking Break
14:10 - 14:45	Taking Live Forward How LeoVegas is using innovation to push forward the live casino product and provide a more immersive and entertaining product to the marketplace.
14:45 - 15:30	The cross-sell opportunity Slots brands are outgrowing the vertical and migrating to live and table games products. Are these native gaming brands the key to a bright future?
15:30 - 16:00	Networking Break
16:00 - 16:45	The future player: retention & promotion Player retention/promotions - how to target and keep millennials and players who've never been to a casino? Should the industry give up on VIPs and chase casual players instead?
16:45 - 17:30	Experience counts - the Hall of Fame Panel An interactive session featuring members of the SBC Sports Betting Hall of Fame and the experiences they have had during their time in the industry. NOTE: Session is being held in Betting on Sports Conference Hall 1

OLYMPIA LEVEL 3

OLYMPIA LEVEL 2



SPEAKER PREVIEW



Scott Ronan
Head of Technology



Alex Tomic
CEO



Daniela Johansson
Chief Responsibility
Officer & Deputy CEO



Karolina Pelc
Casino Director



Mark McGuinness
CMO



Stian Hornsletten
Co-founder & CEO of casino



Nikola Teofilovic
General Manager



Jez San
CEO & Founder



Martin Sack
Director



Magnus Olsson
Sales Director



Gemma Boore
Associate



Graham Weir
Group Director



Itai Zak
CEO



Simon Collins
Founder



Michael Pedersen
CEO



Helen Walton
Founder



Dr Guy Bohane
NCF's ACE panel



Brian Donegan
Head of Operations



Phil Parry
CEO



Norbert Mathies
CEO



Christian Maglia
CCO



Gavin Walters
Director of Business
Development



Ian Sims
Founder & MD



Anna Hemmings
CEO



Shahar Attias
CEO



Clive Hawkswood
CEO



Veiko Krünberg
Managing Director



Ewa Kazmierska
COO

DELEGATE PREVIEW



Shelly Hadad
COO



Christop Schmidt
CEO



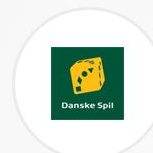
Veiko Krunberg
Managing Director



Richard Hajek
Director



Richard Flint
CEO



Niels Erik Folmann
CEO



Nathan Walker
COO



Dean Shannon
CEO



Sam Sadi
Sportsbook Director



Dave Gal
CEO



Daniel Saragozza
CEO



Derren Maggs
Managing Director



Simon Trim
CEO



Karl Riley
Marketing Director



Norbert Teufelberger
Founder



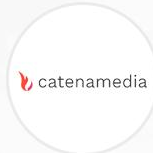
Marcin Jablonski
Chief Brand Officer



Director



Jaswant Deol
Sportsbook Director



Richard Gale
General Manager



Lorena Torregrosa
COO



Stuart Tilly
CEO



John O'Reilly
Non-Executive Director



Volkmar Schneider
Head of Sportsbook



Ron Zluf
CEO



Akin Alabi
CEO



Howard Chisholm
CEO



Finbarr Joy
CTO



Alexander Martin
Director

[View all delegates here](#)



CASINOBEATS SUMMIT CONFERENCE & SESSIONs

The conference will introduce a mix of expert panels and executive presentations.



HILTON OLYMPIA - CONFERENCE HOTEL

We have booked the Hilton as the official conference hotel. Tuesday evening 18 September we will have pre-registration at the Hilton hotel, followed by Networking Drinks in the Hilton Lounge.



OFFICIAL PARTY WEDNESDAY 19 SEPTEMBER @ ALTITUDE 360 & SKYLOFT

Located on the 28th and 29th floor of [Millbank Tower](#), the party and dinner venue promise 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.



AWARDS & PARTY THURSDAY 20 SEPTEMBER @ NATIONAL HISTORY MUSEUM

Thursday evening we have the exclusive Hall of Fame awards evening and networking party at one of London's most iconic venues, the [Natural History Museum](#).

We turn the venue into the ultimate awards evening and networking event until 2 in the morning, and provide you with a once in a lifetime experience

GET IN TOUCH WITH THE TEAM



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