



ICRG at ICE 2026: From Evidence to Innovation

ICRG will have a strong presence at ICE 2026 in Barcelona, contributing to the thought leadership and innovation agendas that are shaping the future of responsible gambling.

ICE Innovators Challenge, in partnership with Microsoft
Tuesday, January 20, 2026 | 10:15–11:45 AM (CET)

ICRG will also take the Enterprise Stage as a Top 5 finalist in the ICE Innovators Challenge, selected from more than 50 submissions.

Travis Sztainert, Michael Soll (President, ICRG), and Michael Wohl will present a new concept designed to close one of the field's most persistent gaps, the distance between what research shows and what actually gets built into products and policy.

Delivered in partnership with Microsoft, the Innovators Challenge showcases solutions across AI, data, player protection, automation, and operational performance. Finalists pitch live before senior industry judges who assess scalability, real-world impact, and commercial potential.

Teaser: What if decades of responsible gambling research were no longer scattered across journals and reports, but could answer real design questions in seconds? The ICRG team will explore how structured intelligence, rather than static evidence, could reshape the design, evaluation, and improvement of safer gambling tools.

Prevention Through Empathy Engineering
Wednesday, January 21, 2026 | 10:05–10:50 AM (CET)

ICRG's Travis Sztainert, Director of Research & Education, will join Michael Wohl for a featured session exploring how behavioral science and design can transform responsible gambling interventions.

Prevention Through Empathy Engineering: Humanising Digital Interventions sits at the intersection of behavioral insights, UX design, and data-driven messaging. The session will examine how linguistic tone, visual hierarchy, and timing influence whether responsible gambling messages help players stay in control. Through live examples and message-mapping exercises, the discussion will focus on turning automated prompts and frontline interactions into emotionally intelligent communications that support, rather than alienate, players.

Travis will specifically address how evidence-based messaging and behavioral insights can improve engagement, credibility, and the long-term effectiveness of responsible gambling tools.