



Monday 3 & Tuesday 4 February, 2020 | ExCeL London, UK

# Conference Agenda

## Look into the future...



# DAY ONE

Monday, 3 February, 2020

# Monday 3 February: World Regulatory Briefing (WrB)



## World Regulatory Briefing

World Regulatory Briefing		13:00	Networking Lunch
10.00 - 10.30	ICE VOX Keynote		
10.30 - 11.00	Coffee & Networking		
11:00 - 11:40	<p><b>A year in review: How might regulatory changes from 2019 impact the industry in 2020 and beyond?</b></p> <ul style="list-style-type: none"> <li>What has been the impact of Italy's advertising ban on operators' profitability?</li> <li>A year on from Swedish re-regulation, given the growth of gambling advertising, what are the regulator's plans for consumer protection in 2020?</li> <li>How will international regulators approach consumer protection and advertising in 2020?</li> </ul> <p><b>Moderator:</b> <b>Joerg Hoffmann</b>, Partner, <b>Melchers Law</b>  <b>Camilla Rosenberg</b>, Director General, <b>Spelinspektionen</b>  <b>Yanica Sant</b>, Senior Counsel - Legal, International Affairs and Policy, <b>Malta Gaming Authority</b>  <b>Alexandre Manoel</b>, Secretary of Economic Development, <b>Secretariat for Public Policy, Planning, Energy and Lottery Evaluation (SECAP)</b>  <b>Cosmina Simion</b>, Managing Partner, <b>Simion and Baciu</b>  <b>Gustaf Hagman</b>, CEO, <b>LeoVegas</b></p>	14:40 – 15:20	<p><b>UKGCentricity: What does the compliance and responsible gambling landscape look like for the UK in 2020-2021?</b></p> <ul style="list-style-type: none"> <li>How is the UKGC's National Strategy for collaboration in the industry playing out into progress with behavioural analytics, live data testing and responsible game design?</li> <li>Getting to grips with affordability limits: How can operators create a consistent approach to individual affordability limits when financial information for each customer is so nuanced?</li> <li>Lottery, category D machines and stakes and prizes: How will the UKGC approach the issue of protecting minors from harm in 2020-2021?</li> </ul> <p><b>Moderator:</b> <b>Susan Breen</b>, Partner, <b>Mishcon de Reya</b>  <b>Wes Himes</b>, CEO, <b>Remote Gambling Association</b>  <b>Ian Ince</b>, Global Head of Regulatory Affairs and Compliance, <b>Playtech</b>  <b>Paul Carpenter</b>, Head of Industry Services, <b>GamCare</b></p>
11:40 – 12:20	<p><b>The customer journey, from on-boarding to withdrawal: Keeping your customer and your business safe</b></p> <ul style="list-style-type: none"> <li>With required verification times shortening in the UK to before initial deposit, how can operators use to speed up the on-boarding process without increasing risk of mistakes?</li> <li>If marketing can do it, why can't we? Applying data analysis and segmentation, as used for personalisation and marketing, to RG for better detection and prevention of problematic play</li> <li>Risk indicators in the customer exit process: Determining whether a cancelled withdrawal is just that, or something more sinister</li> </ul> <p><b>Moderator:</b> <b>Shelley White</b>, CEO, <b>Responsible Gambling Council</b>  <b>Lucy Neilson</b>, Head of Customer Experience, <b>Lottoland</b>  <b>Veronique Dos Reis</b>, Legal, Compliance and Regulatory Affairs Manager, <b>Pinnacle</b>  <b>Daniela Johansson</b>, Deputy CEO and Chief Responsibility Officer, <b>PAF</b>  <b>Joe Nalane</b>, Chairperson Adv., <b>South African Responsible Gambling Foundation</b>  <b>Pieter Remmers</b>, CEO, <b>Assissa</b>  <b>Anna Hemmings</b>, CEO, <b>GamCare</b></p>	15:20 – 16:00	<p><b>Media Pressure, Regulatory Reactions and Damaged Industry Relationships</b></p> <ul style="list-style-type: none"> <li>Do comparisons with tobacco and alcohol still stand? Understanding how the public perception of gambling is far more vilified and needs more attention than other industries</li> <li>With so much pressure from the media on regulators and the knee-jerk reactions this is likely to cause, how can operators and regulators work together more to publicise the positive RG initiatives they are working on?</li> <li>No regulation, no public awareness, no state revenue: How counterproductive are bans and restrictive measures?</li> </ul> <p><b>Moderator:</b> <b>Kirsty Caldwell</b>, Managing Director, <b>BetSmart Consulting</b>  <b>Enrico Bradamante</b>, Chairman, <b>iGEN</b>  <b>Greta Agius</b>, Head of Regulatory Affairs, <b>Betsson Group</b>  <b>Nyreen Llamas</b>, Chief Strategy Officer, <b>MoPlay</b>  <b>Bashir Are</b>, CEO, <b>Lagos State Lotteries Board</b>  <b>Britt Boeskov</b>, Chief Experience Officer, <b>Kindred Group</b>  <b>Monika Racek</b>, CEO, <b>Admiral Casinos</b></p>
12:20 – 13:00	<p><b>Automation in communication: Leaving the low-risk customers to the robots and taking a more personal approach with the high-risk</b></p> <ul style="list-style-type: none"> <li>Leveraging the enormous quantities of data the remote sector holds to better categorise players according to their risk level</li> <li>Is it safe to automate communications with low-risk players, or do automated messages sound too insincere? Understanding the value of the human approach, especially in early-stage interventions</li> <li>Can AI and automation be applied in the same way in the land-based industry? If not, what needs to change?</li> </ul> <p><b>Moderator:</b> <b>Claudio Caruana</b>, Director of Legal, <b>Gaming Innovation Group</b>  <b>David Caruana</b>, Responsible Gambling Manager, <b>Kindred Group</b>  <b>Johannes Thorligr</b>, Technical Officer, <b>Danish Gambling Authority</b>  <b>Florian Hohenleitner</b>, Responsible Gambling Talent Lead, <b>Casumo</b>  <b>Tamara Micallef</b>, Group Head of Compliance, <b>Leovegas Gaming</b>  <b>Ibrahim Isidora</b>, Fraud Prevention Manager, <b>Pinnacle</b></p>	16:00 – 16:40	<p><b>Compliance, Cynicism and Company Culture: Understanding the boundaries for operators and taking a top-down approach to RG</b></p> <ul style="list-style-type: none"> <li>How much can operators really do to promote their own responsibility or raise money for RG charities without it being interpreted cynically in today's political climate?</li> <li>Collaboration is the name of the game: How the creation of third-party responsible gambling bodies involving academics and charities could work to counter the terrible public perception of the industry</li> <li>Instilling cultural change in your company as a senior manager: Which factors influence your decisions and actions? Privately-owned versus state monopoly: How ownership affects approaches to sustainability</li> </ul> <p><b>Moderator:</b> <b>Connie Jones</b>, Director of Responsible Gambling, <b>Association of Gaming Manufacturers</b>  <b>Johnson Foye</b>, Managing Consultant, <b>Western Lotto and Bet</b>  <b>Isobel John</b>, Head of Compliance, <b>Melco Resorts – Cyprus</b>  <b>Heather McKee</b>, Group Head of Compliance, <b>Gamesys</b>  <b>David Schollenberger</b>, Director – Policy and Compliance, <b>Cyprus Gaming and Casino Supervision Commission</b></p>

# Monday 3 February: International Casino Conference (ICC)

ICEVOX®

International Casino Conference	
10.00 - 10.30	<b>ICE VOX Keynote</b>
10.30 - 11.00	<b>Coffee &amp; Networking</b>
11.00 -	<b>Opening remarks from the chairman ECA:</b> <b>Per Jaldung</b> , Chairman, ECA
11:00 -11:40	<b>Tax, regulation, return: Getting IR projects off the ground and making investors tick in this current climate of Integrated Resort development?</b> <ul style="list-style-type: none"> <li>• Examining the current wave of projects in the works and their proposed financial structures</li> <li>• What trends are we seeing in raising capital for Integrated Resorts in 2019?</li> <li>• How do Integrated Resorts remain an investment opportunity in high tax climates</li> </ul>
11:40 – 12:20	<b>The Future of integrated Resorts in Europe</b> <ul style="list-style-type: none"> <li>• What are the current challenges in the way of European IR developments?</li> <li>• Getting the right tax and financing structure to fund European projects</li> <li>• Lobbying and education to show the economic benefits of European ventures</li> </ul> <b>Andy Choy</b> , Director, <b>City of Dreams</b> <b>George Campanellas</b> , Director General, <b>Invest Cyprus</b> <b>Michael Siberling</b> , Chief Operating Officer, <b>Mohegan Sun</b>
12:20 – 13:00	<b>Self-regulation, Lobbying &amp; Legislation</b> <ul style="list-style-type: none"> <li>• How can the European Casino industry protect themselves from harder regulations, and work together?</li> <li>• What is the consensus of regulators, and how has the operator/regulator relationship developed?</li> <li>• What work are the industry associations and bodies doing to protect the industry?</li> </ul>
13:00	Networking Lunch

14:40 – 15:20	<b>Emerging market Update: Observing the political process and horizon for IR operators, across the world</b> <ul style="list-style-type: none"> <li>• Debunking the political timeline, what does this mean for operators?</li> <li>• Demonstrating the potential economic impact, what are the numbers?</li> <li>• Government/industry relations, should Brazil adopt the Japan consortium based model?</li> <li>• Japan update, where are we with bill implementation and licences?</li> </ul> <b>Brendan Bussman</b> , GMA <b>Ayako Nakayama</b> , Director, <b>Japan IR Association</b> <b>Andrew Tottenham</b> , Founder, <b>Tottenham &amp; Co</b>
15:20 – 16:00	<b>Casino 2030: Developing the right mix to compete with a world of Experience</b> <ul style="list-style-type: none"> <li>• How experience hungry audiences are effecting the mix of entertainment</li> <li>• Taking inspiration from non-gaming live experiences from around the world</li> <li>• Non-gaming versus casino, what will the casino of 2030 look like?</li> </ul>
16:00 – 16:30	<b>Calculating the social impact of the casino and IR market</b> <ul style="list-style-type: none"> <li>• Understanding the supply chain reach and reactivation of local economies</li> <li>• Tourism, creating destination casinos and integrated resorts</li> <li>• Creating partnerships and consortiums with local infrastructure businesses</li> </ul>
16:00 – 16:30	<b>CFO Panel – International CFO's focus on investment, financial structure &amp; the next big markets</b> <ul style="list-style-type: none"> <li>• The impact of the current climate of regulation on project progress</li> <li>• The effect of political instability and market volatility of IR projects</li> <li>• Holding the attention of investors with long project timelines and long-term project strategies</li> <li>• Global Integrated resort projections – the future for Europe.</li> </ul> <b>Steve Gallaway</b> , GMA



**George Campanellas**  
**Director General**  
**Invest Cyprus**

# Monday 3 February: Modernising Lotteries

ICEVOX®

Modernising Lotteries	
10.00 - 10.30	<b>ICE VOX Keynote</b>
10.30 - 11.00	<b>Coffee &amp; Networking</b>
11:00 - 11:40	<b>Regulatory Roundup</b> A snapshot overview of the latest markets to regulate lottery and lottery related products, markets expected to regulate in the near future and what this means for the global lottery market. <b>Elicia Bravo</b> , Chief Strategy Officer, <b>Lottoland</b>
11:40 - 12:20	<i>Counsel</i> <b>Can private and national lotteries live in harmony?</b> The increasing popularity of lottery type games has sparked backlash from some government groups who argue that consumer spend on private lottery products is taking away from the good causes that benefit from national lottery revenue. This session will look at whether this is actually true or not and what operators can do to ensure national and private lotteries prosper in the same markets. <b>Wojtek Szpil</b> , Director, <b>Burundi Lottery</b>
12:20 - 13:00	<b>Modernising Customer Experience</b> As technology improves, so does the level of service and product companies our able to offer their customers. This has a major impact on general customer expectation when entering or even considering having any sort of transaction with a company. In many ways the retail world has lead the way with this but where does the lottery industry sit on the scale? Is the lottery sector satisfying new consumer benchmarks of service? If not, why and what can we do as an industry to close the gap? <b>Morten Eriksen</b> , CEO, <b>Lotteries Entertainment Innovation Alliance</b> <b>Matt Godfrey</b> , Head of Strategy and Innovation, <b>Camelot Group</b>
13:00	<b>Networking Lunch</b>

14:00 – 14:40

## Big Jackpots – Risk worth the reward?

There's no doubt being able to offer larger jackpots brings with it many benefits that will theoretically enable you attract more players and hopefully retain them. Some have even argued that large jackpots can be more effective than the more traditional bonus acquisition strategy. However, this comes with a relatively high level of risk which could potentially bankrupt your company if not managed correctly.

This session will explore the benefits of offering these large scale jackpots and evaluate the value in it and best practice for going about it.

14:40 – 15:20

## Lottery: Who plays it anyway?

The typical assumption on lottery is that it's for the older generation, statistically 50 – 64 year olds spend the most money on lottery products globally. But what is ideal age for lottery demographic? Is it important to attract a younger crowd or is it better to aim for the older generation who have more disposable income? How can operators adapt their operations accordingly?

**Boaz Brindt**, Managing Director, **The Lotter**

15:20 – 16:00

## The death of retail

Lottery products are increasingly becoming aligned with digital channels of engagement, allowing for changes in customer behaviour and expectations. Enabling the sector to compete with the wider spectrum of modern entertainment.

With the majority of activity going digital, is there still a place for the retail industry? What purpose does it serve? Will it still be here in 10 years' time?

**Yakir Firestone**, Head of Digital, **Health Lottery**

16:00 – 17:00

## Regulation time machine: A glimpse into the future

As lottery continues to grow and cross borders what does the next 5 years of regulation look like? How can we as a global industry work together to ensure the market stays competitive and we continue to innovate while keeping player protection at the forefront?

**Lanre Gbajabiamila**, Director, **Nigerian National Lottery**  
**Ed Mouton**, Chairman, **European Lottery Betting Association**  
**Younes El Mechraoui**, CEO, **MDIS (Moroccan Lottery)**

**Moderator:**  
**Sebastian Cario**, CEO, **Freigeist Consulting (Lottery conference)**

Conference End



**Boaz Brindt**  
Managing Director  
**The Lotter**



# DAY TWO

Tuesday, 4 February, 2020

# Tuesday 4 February: World Regulatory Briefing (WrB)



## World Regulatory Briefing

10.00 - 10.30	<b>ICE VOX Keynote</b>												
10.30 - 11.00	<b>Coffee &amp; Networking</b>												
11:00 - 11:40	<p><b>Compliant and Competitive: Weighing up the pros and cons of prescriptive versus outcome-based regulation</b></p> <ul style="list-style-type: none"> <li>While outcome-based regulation (e.g. UK and Sweden) leaves more open to interpretation, does prescriptive regulation (USA) limit operators' competitiveness?</li> <li>Points of View - Operators talk outcome-based regulation: How much regulatory guidance is enough to ensure compliance, without toeing the line of prescriptive regulation?</li> <li>Operators on preparing for regulatory change: How much time is enough to undertake internal changes required to comply with new regulation? Is a cross-application of regtech and a merge of compliance teams the solution to both compliance and profitability?</li> </ul> <p><b>Moderator:</b> <b>Janine Robinson</b>, Director, Centre for the Advancement of Best Practices, <b>Responsible Gambling Council</b>  <b>Martin Lycka</b>, Director of Regulatory Affairs, <b>GVC Group</b>  <b>Susan Hensel</b>, Director – Bureau of Licensing, <b>Pennsylvania Gaming Control Board</b>  <b>Louis Rogacki</b>, Deputy Director, <b>New Jersey Division of Gaming Enforcement</b>  <b>Judith Kiragu</b>, Director, <b>Golden Key Casino</b>  <b>Jaime Irizarry</b>, Director of Games of Chance, <b>Puerto Rico Tourism Company</b></p>												
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16:00 – 16:40	<p><b>Africa Roundtables</b></p> <table border="1"> <tbody> <tr> <td>South Africa</td> <td><b>Sibongile Simelane-Quntana</b>, Executive Director, <b>South African Responsible Gambling Foundation</b>  <b>Garron Whitesman</b>, Owner, <b>Whitesman Attorneys</b></td> </tr> <tr> <td>Nigeria</td> <td><b>Bashir Are</b>, CEO, <b>Lagos State Lotteries Board</b>  <b>Remi Iwayemi</b>, CTO, <b>Lagos State Lotteries Board</b>  <b>Joan Olotu</b>, Senior Special Assistant to the Governor on Lottery matters</td> </tr> <tr> <td>Kenya</td> <td><b>Judith Kiragu</b>, Director, <b>Golden Key Casino</b></td> </tr> <tr> <td>Uganda</td> <td> <ul style="list-style-type: none"> <li>How will banning sports betting affect Uganda's value proposition for both local and international operators?</li> </ul> </td> </tr> </tbody> </table>	South Africa	<b>Sibongile Simelane-Quntana</b> , Executive Director, <b>South African Responsible Gambling Foundation</b> <b>Garron Whitesman</b> , Owner, <b>Whitesman Attorneys</b>	Nigeria	<b>Bashir Are</b> , CEO, <b>Lagos State Lotteries Board</b> <b>Remi Iwayemi</b> , CTO, <b>Lagos State Lotteries Board</b> <b>Joan Olotu</b> , Senior Special Assistant to the Governor on Lottery matters	Kenya	<b>Judith Kiragu</b> , Director, <b>Golden Key Casino</b>	Uganda	<ul style="list-style-type: none"> <li>How will banning sports betting affect Uganda's value proposition for both local and international operators?</li> </ul>		
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# Tuesday 4 February: International Casino Conference (ICC): Hospitality Technology

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## ICC Day 2 - Hospitality Technology

10.45	Chairman's opening remarks <b>Michael Pollock, Managing Director, Spectrum Gaming Hospitality</b>
11.00	Opening Presentation: Robert Marick, VP Global Consumer Products, MGM Film Studios <b>'Unlocking the potential for storytelling and themed entertainment to reinvent gaming's relationship with consumers'</b>
11:40	<b>Increasing casino trade by innovating your space: Harnessing the trend for spending on experience</b> <ul style="list-style-type: none"> <li>Adding value to the customer experience without running into redesign obstacles</li> <li>The casino-hospitality crossover: Controlling the customer journey through a property and increasing spend on non-gambling offerings</li> <li>Retrofitting a seamless journey: Security, queueing and amenities</li> <li>Loyalty schemes, retention and the future: How technology could help you re-evaluate your approach to categorising and forecasting</li> </ul> <b>Sal Scheri, COO, Agua Caliente Casino Resort</b> <b>Simon Thomas, CEO, Hippodrome Casino</b> <b>Moderator: Stowe Shoemaker, Dean, William F. Harrah College of Hospitality, UNLV</b>
12:20	<b>How can hospitality technology reinvent your property?</b> What technology can innovate a standalone casino property (such as in Europe)? Integrating all services on your guests' mobile phone, from booking, ordering, gaming, to payments and delivery PMS systems that allow you to integrate frictionless hospitality management from the hotel room, to the pool, to the restaurant, to the game table - thereby making the move to a truly integrated resort Hospitality and gaming technology to reinvent your gaming floor – VR, visual effects and more <b>Erwin Van Lambaert, CEO, Holland Casino</b> <b>Shaun McCamley, Founder and Managing Partner, EuroAsia Consulting</b> <b>Bob Soper, CEO, Sun International</b> <b>Moderator: Rom Hendler, CEO, Innovel</b>
13:00	<b>Networking Lunch</b>
14.00	Presentation: Matthias Clostermann, Founder, Clostermann Design <b>What can we learn from other service industries to enhance design in casinos and integrated resorts?</b>
14:40	<b>Can themed entertainment and industry disruptors help innovate IRs?</b> <i>Opening introduction by the Themed Entertainment Association</i> <ul style="list-style-type: none"> <li>How can themed entertainment be incorporated into IRs to resonate with a wider audience of consumers, non-gaming guests and become a destination in the wider leisure industry? What mass attractions could tie in well with your brand?</li> <li>What technology can be incorporated from hospitality and entertainment? How can we test these out in the casino space?</li> <li>How can you incorporate these entertainment and customer experience tools into your wider food and beverage, gaming floor, hotel and other day-time activities?</li> <li>How can you wow your gaming and non-gaming guests with more options from the moment they set foot into your property?</li> </ul> <b>Matt Barton and Margreet Papamichael, Themed Entertainment Association</b> <b>Andrew Baca, Head of Technology and Innovation, Caesars</b> <b>Rom Hendler, CEO, Innovel</b>

15:20	<b>Non-gaming Partnerships and licenses – a driver or obstacle to extra value and revenue?</b> Risks and opportunities of committing to long-term partnerships? Control and cost – how to avoid your partnership becoming a hypothesis for increased foot traffic that doesn't come to fruition or becomes abused by patrons Managing partnerships where they are your only option (e.g. European cities) Partnership business models – revenue share, rewards, loyalty and coupons Licensing implications when creating revenue sharing The "divorce": What if the long-term partnership doesn't work? <b>Ayako Nakayama, Director, Japan IR Association</b> <b>Richard Bosworth, Chairman, Bosworth Hospitality</b> <b>Moderator: Rob Heller, CEO, Spectrum Gaming Capital</b>
16:00	<b>Gaining a share of the MICE market by excelling in hospitality</b> <ul style="list-style-type: none"> <li>Is MICE the golden ticket to filling out your high-volume model in the mid-week and accessing new VIPs?</li> <li>What technology do you need to support a MICE economy? What new partnerships do you need to build to make this a successful revenue generator for your business?</li> <li>How should you capture and utilise mass data results from MICE to harness this footfall to your property for leisure and repeat business?</li> <li>How can sports fans resulting from MICE and nearby sporting events be driven towards your casino?</li> </ul> <b>Kevin Bagger, LVCVA</b> <b>Art Manteris, Vice President Race and Sports Operations, Station Casinos</b>
16.40	Chairman's closing remarks

Conference End



**Robert Marick**  
**VP Global Consumer Products**  
**MGM Film Studios**

# Tuesday 4 February: Marketing and Advertising

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Marketing and Advertising	
10.00 - 10.30	<b>ICE VOX Keynote</b>
10.30 - 11.00	<b>Coffee &amp; Networking</b>
11:00 - 11:40	<b>Jack Daniels: The art of brand equity</b> The art of creating perceptive consumer value over and above that of the actual value of the product/service is a key marketing skill that many top retail brands make use of to acquire customers. In this session you will hear how a globally renowned brand, Jack Daniels, does this through storytelling and leveraging the brand's heritage. Similar to Gaming, the alcohol industry is often a target of public scrutiny so this is a great opportunity to learn how to build great brand value in an industry that shares comparable PR challenges. <b>Nidal Ramini</b> , Head of Brand Advocacy, Brown Forman - <b>Jack Daniels</b>
11:40 - 12:20	<b>Social Media &amp; Influencer Marketing: Stuck in (low quality) traffic?</b> With so much traffic going through the various social media platforms, how are we as an industry extracting maximum value from this without becoming lost in the numbers? What are the best metrics to use when assessing ROI? Which platform is best for your brand? Should we be making more use of micro-influencers? <b>Dan Towe</b> , Head of Brand, <b>Marathon Bet</b> <b>John Cole</b> , Group Director - Brand Partnerships - Sport, Gambling and Alcohol, <b>LADbible Group</b>
12:20 - 13:00	<b>Bonuses: The beginning of the end?</b> It's no secret that bonuses are becoming less effective. Major jurisdictions such as Sweden have limited them to just one per player life cycle and other jurisdictions, bonuses seem to attract the lowest value traffic. This session will look at the alternative solutions to keep your player engagement levels growing. <ul style="list-style-type: none"><li>• Jackpot Competitions</li><li>• Best practice content marketing</li><li>• Customer experience</li></ul> <b>Elen Barber</b> , Chief Marketing Officer, <b>Kindred Group</b>
13:00	Networking Lunch



**Nidal Ramini**  
**Head of Brand Advocacy, Brown Forman**  
**Jack Daniels**

14:40 – 15:20	<b>Data Alchemy: Turn your customer data into gold!</b> In a post GDPR era, the amount of reliable data we have access to has become even more limited. This coupled with advertising bans and limitations, now means that it is increasingly critical to draw as much value from your usable data as possible. All while monitoring player behaviour, ensuring problem gamblers are sufficiently protected. This session will explore key metrics we can use to create the most value, in the most responsible way and find 24k gold in your data! <b>Rostyslav, Maikovich</b> , Chief Data Officer, <b>Parimatch</b> <b>Irakli Davarashvili</b> , Marketing Director, <b>AdjaraBet</b> <b>Phil Kornyshev</b> , Head of Marketing, <b>Betmaster</b>  <b>Moderator:</b> <b>Chris Conroy</b> , Data Consultant ( <b>Former Head of Data, Rank Group</b> )
15:20 – 16:00	<b>Brand Differentiation: Charisma by Design</b> As key markets such as Sportsbook and Casino become increasingly saturated, the key to strong engagement and retention lays in the power of your brand. Many operators in the market are based off similar turnkey solutions and of course, similar betting events, so differentiation must be a priority if you want to give the customer a strong enough reason to choose your brand over others. This session will highlight key example campaigns from both inside and outside industry that have used creative ways to stand out from the crowd and genuinely capture the consumer's attention. <b>Matt Parkes</b> , Director of Brand and Creative, <b>BetVictor</b>
16:00 – 16:30	<b>Sustainable VIPs – The lifeblood of your business?</b> The Gambling Commission has warned the industry recently of the dangers of relying too heavily on VIP players. Studies show that high rollers often are more prone to problem gambling than the average player. Considering the VIPs contribute a large portion of most operators' annual revenue, managing their play sustainably is business critical. This session will explore what a successful VIP programme should look like and what you can do to ensure the model is sustainable.
16:30 – 17:00	<b>Counsel</b> <b>Advertising Bans 'We'll end up like the Tobacco industry if public trust isn't prioritised'</b> The Tobacco industry is a prime example of how strict regulations can be for a product that has a negative public perception. Some believe that, similar to the tobacco industry, the gaming industry could be in for a complete advertising ban if public trust isn't made to be the industry's top priority.. Is there more we could be doing to reverse this momentum? What can we do to ensure restrictions don't get too overbearing?

# Tuesday 4 February: Cybercrime and Security

ICEVOX®

## Cybercrime and Security

10.00 - 10.30	<b>ICE VOX Keynote</b>
10.30 - 11.00	<b>Coffee &amp; Networking</b>
11:00 - 11:40	<b>In the blue corner, AMLD5... In the red corner, GDPR: Complying with both AMLDs and GDPR despite conflicts between their guidelines</b> <ul style="list-style-type: none"><li>How much data is enough to hold on a customer to protect your business from AML, whilst also complying with the principles of GDPR, and compliance with DSARs</li><li>Are operators being forced into a position where they must pick between AMLD or GDPR? What are the financial and regulatory implications of failing to comply with AMLD compared with GDPR?</li><li>Talent sourcing – how can the gambling industry entice AML-specific expertise to work for them?</li></ul> <b>Adriana Minovic</b> , Head of Data Privacy, <b>Betsson</b> <b>Ian Perrygrove</b> , Head of Compliance, <b>Genesis Global Limited</b>
11:40 – 12:20	<b>Identity verification and the road to safer gambling: Verifying customers swiftly to overcome fraud, AML and RG challenges</b> <ul style="list-style-type: none"><li>How and when will operators be able to use biometric data for improved customer identity verification?</li><li>Are there systems in place to leverage biometric data to detect fraud, money-laundering and patterns of problematic play?</li><li>So you've got the data, now what? Using the insight biometric data provides to respond appropriately to concerns raised throughout a customer's journey</li></ul> <b>Remi Iwayemi</b> , CTO, <b>Lagos State Lotteries Board</b> <b>Ronald Ortiz Mendez</b> , Head of Technology, <b>Junta de la Protección Social de Costa Rica</b>
12:20 – 13:00	<b>It's a risky business! How a risk-based approach to AML, fraud, and responsible gambling could be the answer to your prayers...</b> <ul style="list-style-type: none"><li>A simple solution to a complex problem? How a methodical, risk-based approach could simplify your compliance needs</li><li>Step by step: Financial risk assessments, categorisation, and risk indicators and transaction monitoring – where is the crossover with AML and RG?</li><li>Could a risk-based approach also minimise potential for harm with identity verification and affiliate marketing?</li></ul> <b>Humbert Michaud</b> , Head of Business Development, <b>Betclic Group</b> <b>Martin Nordh</b> , CEO, <b>Acuminor</b> <b>Nick Toflik</b> , CEO, <b>Cyprus Gaming and Casino Supervision Commission</b> <b>Patrick Walsh</b> , Responsible Gambling and Compliance Officer, <b>Matchbook</b> <b>Thomas Mifsud</b> , Group Head of AML, <b>LeoVegas</b> <b>Josie Preston</b> , Head of AML and Deputy MLRO, <b>The Ritz Club</b>

13:00	Networking Lunch
14:40 – 15:20	<b>Your digital attack surface needs you! Reducing digital vulnerabilities in a world of digital expansion</b> <ul style="list-style-type: none"><li>Identifying and mapping your attack surface: What valuable data do you hold and walking through the main use cases in your system</li><li>Laws of computing mean the higher the volume of code being executed, the more vulnerable it is to attack. How can you reduce the amount of code whilst maintaining functional software?</li><li>Network microsegmentation – old but effective? How dividing data into smaller units and applying individual security policies can significantly reduce risk</li></ul> <b>Morgan Hotonnier</b> , Group Head of Security, <b>Kindred Group</b> <b>Jose Antonio Esteban Sanchez</b> , Product CTO, <b>Codere</b> <b>François Maugis</b> , Chief Information Security Officer, <b>PAF</b>
15:20 – 16:00	<b>cAlber security: How to trend towards automation and AI could improve your resistance to cyber threats</b> <ul style="list-style-type: none"><li>In a world where breaches are pretty much inevitable, your strength is your response to attack. How could AI for detection speed up your reaction and minimise damage?</li><li>The Human League: Once an attack has been detected, what tools do your human workers need to be able to formulate a response?</li><li>Speed is the name of the game! What training do cyber security teams need in order to react to attacks as quickly and efficiently as possible?</li></ul> <b>Abdalla Kablan</b> , CEO and Co-Founder, <b>Wyzer AI</b>
16:00 – 16:40	<b>The optimal, risk-free customer journey: Processing customers quickly and safely throughout their time on your site</b> <ul style="list-style-type: none"><li>With pressure on in the UK to verify customers' identity faster than ever, and comply with new LCCP requirements, what infrastructure must be in place to on-board customers quickly and safely?</li><li>Beyond the sign-up: Ensuring safety and frictionless customer experience at points of deposit and exit</li><li>In the lawless world of cybercrime, how does bureaucracy and the nature of defense prevent effective responses and make the customer journey less smooth?</li></ul> <b>Cormac English</b> , Compliance Specialist <b>Lucy Neilson</b> , Head of Customer Experience, <b>Lottoland</b> <b>Adekunle Adeniji</b> , CEO, <b>9jawin</b>



**Morgan Hotonnier**  
Group Head of Security  
Kindred Group



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