

ICEVOX 
Delegate Brochure 2019

Gaming's
spirit of
:genius

We're doing things differently this year.

The team here at ICE have re-formatted the ICE VOX conference series to create a completely new experience for you. From panel debates to focused networking, get accustomed to our new format explained below and enjoy the next level of VOX:

ICEVOX 
Gaming's spirit of :genius

“
Have you ever heard the saying ‘the best deals are done in the bar’?
”

“
Get it off your chest! Highlight industry challenges and debate some of the most controversial topics in Gaming.
”

“
Want to know what's going on in the outside world?
”

“
Short, sharp and to the point... The Elevator
”

“
Too shy to ask questions? Missed an opportunity thanks to a microphone hog?
”



The HIVE

Be part of the HIVE! Meet policy makers, regulators and operators in a series of facilitated networking roundtables.



Counsel

Take a stand in the Counsel. Express your views to an engaged audience while our professional debaters guide you through an active, enthralling experience



Boardroom

The Boardroom gives you the opportunity to inspire and be inspired as you share experiences with high-level figures from other industries.



Elevator

Pinpoint what's most important to you in twenty minutes. Focused, efficient learning.



Speaker Clinic

ICE London 2019 brings you the Speaker Clinic. Book yourself in for a ten-minute slot with speakers after their presentation for their undivided attention and conversation.

On the next page you can find the full agenda and timings for VOX. **Exclusive** to all ICE VOX attendees.

What's New

Our expert researchers have focused their efforts on providing the most up-to-date content, creating a brand new agenda guaranteed to aid the progression of your individual learning and business growth.

Take a look at our seven selected Conference Tracks for ICE VOX 2019:



International Casino Conference

2018 brought exciting developments in markets like Japan and the US, and a host of fresh ideas to revitalise the land-based casino experience.

The ICC 2019 will take advantage of our new HIVE, Boardroom and Counsel formats to discuss global developments, non-gaming entertainment as the future of the land-based industry, Esports in the land-based casino and the increasing importance of responsible gambling.



World Regulatory Briefing

The stream that connects legislators, regulators, operators and suppliers.

WrB is the industry's preferred platform to observe the future of the global gaming market from a regulation-down approach.

Cut the middleman and ask the regulators directly about fines and compliance, opportunities in new jurisdictions and their vision for the future of gambling.



Modernising Lotteries

One of the oldest forms of gambling, but can lotteries also be the most modern?

This stream will discuss the tension between state and secondary lotteries, regulatory and financial barriers to modernisation, and how current market conditions such as FOBT stake cuts could affect the lottery industry.

New

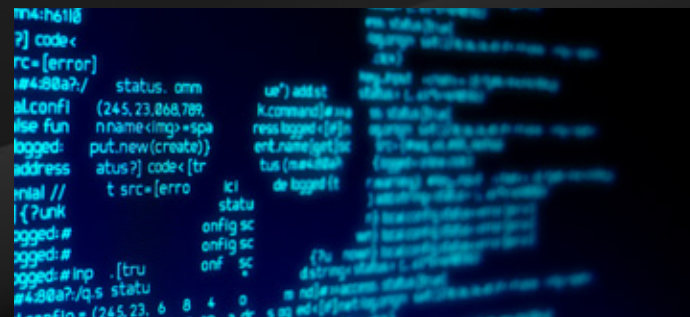


Advertising and Marketing

The Advertising and Marketing stream will pick up on some of the most controversial news of 2018.

Learn about the Advertising Standards Authority and Committee of Advertising Practice's new guidelines for the UK market and the impact of the impending advertising bans in Italy and Australia.

Discuss taking your brand far and wide, and effective management of multiple brand campaigns in a post-advertising ban market...



Cybercrime and Security

In a world of frighteningly quick technological advance, enhanced security measures are crucial.

This year's revamped stream will cover KYC and understanding risk behaviour, blockchain for encryption, spotting hacks early and minimising damage, The Cloud and cybercrime, and the increased risk for sports betting and racing.

New



Artificial Intelligence

A brand new addition to the VOX offering in 2019, our AI stream will underline why machine learning and its applications in gambling are fast becoming a non-negotiable must for operators around the world.

From responsible gambling, to personalisation and recommendation, we will be shining a spotlight on the world's first AI-driven casino, and arguing the case for AI replacing human sports traders in a not-too-distant future...



Esports

The Esports industry is predicted to be worth \$23.5 billion within the next two years.

Our 2019 Esports stream will equip the gambling industry with an understanding of the Esports ecosystem and how to engage with its community, and a clearer picture of how to package Esports within a betting offering and treat players responsibly.

Full Agenda, Monday 4 February 2019

	The Hive	Counsel	Boardroom	Elevator
10:30 - 11:30	<p>ICC: Japan IR Roundtables</p> <p><i>Ed Bowers, CEO Japan, MGM Resorts</i> <i>Jonathan Strock, Director of Development, Groupe Barriere</i> <i>Ayako Nakayama, Representative Director, Japan IR Association</i></p>	<p>WrB: Stricter regulatory enforcement makes consumer protection impossible. Operators must self-regulate instead</p> <p><i>Philip Bowcock, CEO, William Hill</i> <i>Paris Smith, CEO, Pinnacle</i> <i>Richard Flint, Executive Chairman, Sky Betting and Gaming</i> <i>Martin Lycka, Director of Regulatory Affairs, GVC Group</i></p>	<p>ML: Why are secondary lotteries going bankrupt?</p> <ul style="list-style-type: none"> • Keep players on your site to get marketing ROI . • Which products do you cross-sell to maximise traffic? • Real-life profiles for real-life customers: using player psychology to boost your profits. <p><i>Sebastian Blohm, Global Head of Corporate and Legal Affairs, ZEAL</i></p>	<p>WrB: Springboard: Opportunities for European operators in the regulated US sports betting markets</p> <p>Are operators the new platforms in online sports betting? The potential opportunity in the US State by state regulation – predicting the future of the market In focus – which markets should operators be paying closest attention to? The role of European operators in the US sports betting landscape Staying competitive with unregulated operators How payments can be a differentiator for operators in the US sports betting market US consumer and operator attitudes to the regulated sports betting market.</p> <p><i>Sarafina Wolde Gabriel, VP - Strategy, Income Access, Paysafe</i> <i>Rosen Metev, Director of Sales - Digital Wallets, Paysafe</i></p>
11:30 - 12:30	<p>ICC/WrB: The Americas Roundtables USA</p> <p><i>Dan Wallach, Founder, Wallach Legal LLC</i> <i>Susan Hensel, Director - Bureau of Licensing, Pennsylvania Gaming Control Board</i> <i>Joseph Grad, Esq., Principal, Law Office of Joseph W. Grad LLC</i> <i>Becky Harris, Chairwoman, Nevada Gaming Board</i> <i>Witek Wacinski, Head of Strategy, GVC Group</i></p> <p>Colombia</p> <p><i>Julio Tamayo, Managing Director, WPlay</i></p> <p>Mexico</p> <p><i>Carlos Carrion, Director – Sales and Operations, Mexico, Aristocrat</i></p> <p>Puerto Rico</p> <p><i>Jaime Irizarry, Director of Games of Chance, Puerto Rico Tourism Authority</i></p> <p>Brazil</p> <p><i>Luiz Felipe Maia, Founding Partner, FYMSA Advogados</i> <i>Alexandre Manoel, Secretary of Economic Development, Ministry of Finance - SEFEL</i> <i>Waldir Marques Jr., General Coordinator of Awards and Draws Governance, Ministry of finance - SEFEL</i></p>	<p>ML: State lotteries are responsible for modernising the industry.</p> <p><i>Marzia Mastrogiacomio, Senior Vice President - Lotteries Italy, Lottomatica</i> <i>Jean Marc Landry, Vice President – Innovation and Renewal, Atlantic Lottery</i> <i>Nigel Birrel, CEO, Lottoland</i> <i>Helmut Becker, CEO, ZEAL</i></p>	<p>ICC: Non-gaming entertainment as the future of the land-based industry?</p> <p><i>Saverio R. Scheri III, COO, Agua Caliente Casino</i> <i>Ayako Nakayama, Representative Director, Japan IR Association</i></p>	<p>ALL: Could you pass a GDPR audit tomorrow?</p> <p>What Why & where is your data stored Tackling AML directives and clashes The balance</p> <p><i>Jenna Auwerx, Senior Associate, Pharumlegal</i></p> <p>A spotlight on Cyprus: Updates on the integrated casino resort and satellite casinos</p> <p><i>Nick Tofiluk, CEO, Cyprus Gaming Commission</i> <i>David Schollenberger, Director - Policy and Compliance, Cyprus Gaming Commission</i> <i>Andy Choy, Property President, Melco Resorts</i></p>
12:30 - 13:30	Lunch			
13:30 - 14:30	<p>ALL: Asia Roundtables</p> <p>Vietnam Cambodia India</p> <p><i>Kamlesh Vijay, Group CEO, Sugal and Damani</i></p>		<p>ICC: Esports in land-based casino – Case Study</p> <p><i>Ben Fox, Partner, The Casino Esports Conference</i> <i>Ari Fox, Partner, The Casino Esports Conference</i></p>	<p>ML: A year in the life of the world's first blockchain lottery</p>



Full Agenda, Monday 4 February 2019 - Continued

<p>14:30 - 15:30</p>	<p>ALL: Africa Roundtables Mozambique <i>Felix Mukaxe, Gaming Inspector, Mozambique Gambling Board</i></p> <p>Ghana <i>Peter Mireku, Commissioner, Gaming Commission of Ghana</i></p> <p>Uganda <i>Edgar Agaba, CEO, Lotteries and Gaming Regulatory Board</i></p> <p>Nigeria <i>Lanre Gbajabiamila, Director General, National Lottery Regulatory Commission</i></p>		<p>Creating a sustainable sports betting market – policy considerations for newly regulating jurisdictions</p> <ul style="list-style-type: none"> • USA and Brazil – two large and promising markets on the cusp of regulation • Assessing what global best practice is most applicable in your country • Establishing your policy goals and aligning your regulation with them • Influencing a harmonious relationship between sports and gambling: integrity, partnerships, advertising, data • Fighting the illegal market with suitable regulation and enforcement framework 	<p>ML: Fraud and RG in low-stakes, infrequent betting: Spotting and dealing with it</p> <p><i>Zoe Theocharis, Data & Insights, Behavioural Scientist, Camelot Group</i></p>
<p>15:30 - 16:00 Networking Break</p>				
<p>16:00 - 17:00</p>	<p>WrB: Europe: new online markets and liquidity sharing Sweden <i>Anders Sims, Head of Communications, Swedish Gambling Authority</i> <i>Corinne Valetta, General Counsel, Betsson Group</i></p> <p>Netherlands <i>Justin Franssen, Partner, Kalff, Katz and Franssen</i></p> <ul style="list-style-type: none"> • Liquidity Sharing <i>Guillermo Olagüe, Sub Director of Gaming Regulation, Spanish Gambling Authority</i> <i>Manuela Bandeira, Director, Department of Gaming Regulation - Portugal</i> 	<p>WrB/ICC: Operators are simply not doing enough to comply and deserve to be fined</p> <p><i>David Caruana, Responsible Gambling Manager, Kindred Group</i> <i>Richard Williams, Partner - Licensing, Gambling and Regulatory, Joelson Law</i> <i>Philippe Vlaemminck, Partner, pharumlegal</i> <i>Veronique Dos Reis, Legal, Compliance and Regulatory Affairs Manager, Pinnacle Sports</i></p>	<p>ALL: Taking responsible gambling to the next level: The practicalities</p> <ul style="list-style-type: none"> • Implementing loss limits and consumption budgets into your products • Intervention: When is the right time? • In-play messaging: Which tonality should you use and how close can it be to a personal intervention? • Self-exclusion for land-based businesses: too good to be true? <p><i>Claudio Caruana, Head of Legal and Regulatory Compliance, Gaming Innovation Group</i> <i>Janny Wierda, Vice President of Security and Responsible Gaming, Holland Casino</i> <i>Jon Duffy, Director of Corporate Assurance and Regulatory Affairs, Genting Casinos UK</i> <i>Alan Feldman, Executive Vice President, MGM Resorts International</i> <i>Sarah Hanratty, CEO, The Senet Group</i></p>	<p>ML: What is the DCMS' perspective on lottery betting?</p> <p>WrB: Gaming in the Philippines - an update for 2019 Andrea Domingo, Chairman, PAGCOR</p>
<p>17:00 - 17:45</p>	<p>FOBT stake cuts and the implications for the future of UK gambling</p> <ul style="list-style-type: none"> • What will bookmakers have to do differently post stake-cut? • How will it affect spending habits and other gambling verticals? • What impact will the new 21% tax on remote gaming have on operators' decisions to work in the UK or abroad? <p><i>Philip Bowcock, CEO, William Hill</i></p>	<p>ALL: The gambling industry has run out of ideas for two reasons:</p> <ol style="list-style-type: none"> 1. It is not diverse enough 2. Regulation stifles creativity <p><i>Susan O'Leary, CEO, Alderney eGambling</i> <i>Hans Elias, Head of Gaming Innovation, Gamesys</i> <i>Paris Smith, CEO, Pinnacle</i> <i>Viktorija Antanavičiūtė, Managing Director, Tony Bet</i> <i>Yuri Cameron, Director – Gaming Analytics, Caesars Entertainment</i> <i>Tracy Damestani, CEO, National Casino Forum</i> <i>Lena Patel, Head of Corporate Affairs, myLotto24</i></p>	<p>The State of the States: Sports Betting in the USA</p> <ul style="list-style-type: none"> • What lessons have the last eight months taught us? • Which states are in play for 2019 and what are the main policy considerations? • Do we need a federal legislative framework? • Key points of contention: rights fees for leagues, official data, taxes, mobile versus retail, sharing real-time betting data • Ensuring sport and wagering integrity • Cooperation between stakeholders • Rollout options for casinos, racetracks, lotteries and Native American Tribes • Opportunities for non-traditional operators • Centralised bet-monitoring systems <p><i>Moderator: Daniel Wallach, Founder, Wallach Legal LLC.</i> <i>Jake Williams, Vice President - Legal and Regulatory Affairs, Sportradar US</i> <i>Sen. William Coley, Ohio</i> <i>David Miller, Vice President and Assistant General Counsel, PGA Tour</i></p>	

Full Agenda, Tuesday 5 February 2019

	The Hive	Counsel	Boardroom	Elevator
10:30 - 11:30	<p>A&M: What's next for advertising around the world?</p> <ul style="list-style-type: none"> • What are the ASA and CAP's new standards for the UK market? • Will the Italian ban trigger a ripple effect across Europe? • Cutting ties with the sports world: How will it affect the industry? • Australia, Belgium, Bulgaria, Ireland... what does the future hold? <p><i>Andrew Taylor, Regulatory Policy Executive, Advertising Standards Authority</i> <i>Jeanette Knowler, Manager – Interactive Gambling Taskforce, Australian Communications and Media Authority</i> <i>Stefano Zapponini, President, Confindustria Sistema Gioco Italia</i> <i>Guillermo Olague, Sub Director of Gambling Regulation, Spanish Gambling Authority</i> <i>Teodora Breskovska, Casino Operations Manager, BetBright</i></p>		<p>CC: Target Identified: KYC and understanding risk behaviour</p> <ul style="list-style-type: none"> • As stolen data becomes more readily available, how can operators differentiate between humans and automated bots from the moment they land on a site or app? • GDPR and AMLD4: Are some legacy systems impossible to update? • Prevention is better than cure • UK and EU Regulators' expectations: Wealth & Funds <p><i>Paul Buttigieg, Director of AML, GVC Group</i> <i>Juan Espinosa, Director of Gambling Regulation, Spanish Gambling Authority</i> <i>Humbert Michaud, Head of Compliance, Betclic Everest Group</i> <i>Jackie Barwell, Director of Fraud Product Management, ACI Worldwide</i></p>	<p>CC: The Encryption prediction: Is blockchain a viable option for encryption and cyber security?</p> <ul style="list-style-type: none"> • Peer-to-peer data vs customer data • Development: Encryption and internal fraud • Can we trust blockchain? <p><i>John Caldwell, Director of Advocacy, Casino Coin Foundation</i> <i>Tomas Draksas, Founder, Edgeless Casino</i></p>
11:30 - 12:30	<p>A&M: What's next for advertising around sports sponsorship: the relationship between sports and gambling</p> <ul style="list-style-type: none"> • How will advertising bans in major international tournaments be efficiently enforced? • Explained: the FA and FAI's decision to end their sponsorship deals - what will be the impact? • What is the future of sport and gambling partnerships? <p><i>Marc Etches, Chief Executive, Gamble Aware</i> <i>Adekunle Adeniji, Co-Founder, BetKing</i></p>	<p>A&M: A Ban on advertising will lead to the proliferation of illegal operators as customers will be less aware of who is operating rightfully</p> <p><i>Liam Casey, Head of Marketing, Stars Group</i> <i>Pieter Remmers, Secretary General, European Association for the Study of Gambling</i></p>	<p>CC: Post-hack crisis management and damage limitation</p> <ul style="list-style-type: none"> • Early intervention: spotting and preventing a breach • Delegation: what tasks should be assigned to each management level during a cyberattack? • How the speed of your reaction could be key in protecting your data • The value of practice exercises in an operator's arsenal <p><i>Michael Mrak, Head of Department – Compliance and Information Security, Casinos Austria</i></p>	<p>Keeping up with the Joneses: How cyberattacks and criminal motivation is evolving</p> <ul style="list-style-type: none"> • How could looking at cybercrime as industry of its own help to keep your business safer? • What are device, identity and IP spoofing and how can you protect against them? • Man-in-the-Browser! Protecting large-scale financial operations from Bots and MitBs • The rise of IP spoofing as breached data becomes increasingly available on the dark web
12:30 - 13:30	Lunch			



Full Agenda, Tuesday 5 February 2019 - Continued

<p>13:30 - 14:30</p>	<p>Trust is a two-way street: Preventing fraud while optimising the consumer experience</p> <ul style="list-style-type: none"> Controlling fraud without compromising the fluidity of the trusted customer journey? Instilling trust through reviews: managing public feedback to prevent reputational damage The rise of mobile attacks: protecting from mobile bots, attacks during account creation and reverse engineering Looking after your cross-border traffic: how could regulators help minimise the risk? <p><i>Adekunle Adeniji, Co-Founder, BetKing</i> <i>Eric Weiss, Deputy Executive Director, New Jersey Division of Gaming Enforcement</i></p>		<p>A&M: Taking your brand far and wide in a post-advertising ban and post Cambridge Analytica market: social media, localisation and interpreting Big Data</p> <ul style="list-style-type: none"> In a post-Cambridge Analytica world, how do companies use social media effectively? Does paid media pay? Localisation: How to streamline the process Data management: how to tackle CRM, automation and data enrichment all at once Analytics and measurement: Achieving meaningful results from Big Data <p><i>Benedicte Lobelle, Chief Marketing Officer, National Lottery of Belgium</i> <i>Karen Gray, Director - Corporate Marketing and Engagement, BCLC</i> <i>Yana Tsyganova, Managing Director - Norway, Betsson</i></p>	<p>CC: Is your head in The Cloud? Pros and cons of using Cloud storage for your data</p> <ul style="list-style-type: none"> How is it different? Are breaches frequent? How to prevent hacks
<p>14:30 - 15:30</p>		<p>A&M: The industry's presence is invasive and has led to the over-politicisation of gambling and its ultimate demise.</p>	<p>Cybercrime in a post-Brexit European landscape</p> <ul style="list-style-type: none"> How will differing regulations across Europe cause problems for operators? Stabbing in the dark: how can operators create a sustainable strategy post-Brexit? Payment systems, fraud and compliance post-Brexit 	
<p>15:30 - 16:00 Networking Break</p>				
<p>16:00 - 17:00</p>		<p>A&M: Mass marketing is the only way for operators to enter new markets, regardless of how it affects the consumer</p> <p><i>Maria Boelius, CEO, Cashmio</i> <i>Alan Feldman, Executive Vice President, MGM Resorts International</i> <i>David Schollenberger, Director - Policy and Compliance, Cyprus Gaming Commission</i> <i>Louis Rogacki, Deputy Director, New Jersey Division of Gaming Enforcement</i></p>	<p>A&M: Organising an effective marketing campaign around multiple brands</p> <p><i>Roxana Hassel, Digital Marketing Transformation Manager, GVC Group</i></p>	
<p>17:00 - 17:45</p>	<p>CC: Sports and racing: Understanding and dealing with the specific threats posed by hackers</p> <ul style="list-style-type: none"> Refocusing on cybercrime as a sports book Why are large-scale sporting events targets for cybercriminals and how can you stop them? What are the vulnerabilities of fixtures, odds and ratings and how can sportsbooks prepare for increased threat in decreased time? 	<p>A&M: Customers will never be loyal in today's market as they were in the past. The only solution is consolidation.</p> <p><i>Viktorija Antanavičiūtė, Managing Director, Tony Bet</i> <i>Yuri Cameron, Director – Gaming Analytics, Caesars Entertainment</i> <i>Nyreen Llamas, Chief Strategy Officer, MoPlay</i> <i>Saverio R. Scheri III, COO, Agua Caliente Casino</i> <i>Yana Tsyganova, Managing Director - Norway, Betsson</i></p>		

Full Agenda, Wednesday 6 February 2019

	The Hive	Counsel	Boardroom	Elevator
10:30 - 11:30		<p>AI: AI will allow operators to fully automate Responsible Gambling processes, removing the need for human interaction with problem players</p> <ul style="list-style-type: none"> Automation in RG safeguards Communication: AI vs the human touch Most effective ways of protecting players <p><i>Alberto Alfieri, COO of Bet Entertainment Technologies</i> <i>Hillevi Stuhrenberg, Manager, Responsible Gaming & CSR, Betsson Group</i> <i>Daniel Reilly, Responsible Gaming Manager, The Rank Group</i> <i>Mattias Wedar, CEO, Mr Green & Co Technology</i></p>	<p>Esports: The esports ecosystem in 2019: What you need to know</p> <ul style="list-style-type: none"> The major esports titles and who is watching them Dispelling the myths about esports demographics Opportunity: recent viewing and betting figures <p><i>Eduard Montserrat, Co-Founder & CEO of Stream Hatchet</i></p>	<p>Snowflake Elevator Pitch</p>
11:30 - 12:30	<p>Esports: Touch, pause, engage... With esports fans</p> <ul style="list-style-type: none"> Social interaction and how to take part The importance of influencers, sponsorship and partners Pitch, tone and narrative <p><i>Luke Cotton, COO of Code Red Esports</i> <i>Philip Hübner, Head of Business Development & Pro Gaming of Challengermode</i> <i>Amy Yu, Head of Partnerships Development, Esports.com</i> <i>Marcin Deptuła, Co-Founder & CEO, Thunderpick</i></p>		<p>AI: The perks and pitfalls of personalisation</p> <ul style="list-style-type: none"> Create a personalised experience Learn how Power 50 operators have delivered success Problem solving and quick wins <p><i>Speakers:</i> <i>Kerry Dawes, Head of Digital Experience & Intel at The Rank Group</i> <i>Rob Fell, Director of Product, GVC Holdings</i></p>	
12:30 - 13:30	Lunch			
13:30 - 14:30			<p>1984 or 2019? Big Brother and Big Data</p> <ul style="list-style-type: none"> Discuss the future of regulatory requirements across the EU Working towards automated data sharing Standardisation of operator data <p><i>Raian Ali, Associate Professor/Esotics Group Leader, Bournemouth University</i> <i>Claire Pinson, Chair, CEN Technical Committee 456</i> <i>Jose Antonio Esteban Sánchez, CTO, Codere</i> <i>Ian Perrygrove, Head of Compliance & MLRO, Genesis Global Ltd</i> <i>Maris Bonello, Head of Player Sustainability Research & Integrity team, Kindred Group</i></p>	<p>Esports: Non-gaming case study: Engagement with esports</p> <ul style="list-style-type: none"> Reach of esports in popular culture Sponsorships, partnerships and original content What engagement brings the greatest ROI?



Full Agenda, Wednesday 6 February 2019 - Continued

14:30 - 15:30		<p>Esports does not need its own regulatory body; the industry should work together to guarantee integrity and eliminate match-fixing</p> <ul style="list-style-type: none"> • Maintaining integrity in esports • How operators are stamping out match-fixing • Cross-industry collaboration <p><i>Brett Abarbanel, Director of Research, UNLV International Gaming Institute</i> <i>Simon Planzer, Partner, Planzer Law</i></p>		<p>AI Outside Industry Keynote</p>
Networking Break				
16:00 - 17:00		<p>AI: Thanks to its capacity for event prediction, AI will soon overtake human ability and become your number one sports trader</p> <ul style="list-style-type: none"> • Machine learning for odds trading • Screen recognition and data capturing • Automating costly operations <p><i>Andy Wright, Trading Director, Sky Betting & Gaming</i> <i>Varun Sriram, Head of Data Science & Risk Management, SimpleBet</i></p>	<p>Esports: Home, Sweet Home: Packaging your esports offering to make fans feel welcome</p> <ul style="list-style-type: none"> • Understanding what tech-savvy esports fans expect from you • Platform Integration • Gamification and socialisation <p><i>Moderator: Benjamin Föckersperger, Owner & Co-Founder, Blue Terra Ventures</i> <i>Jacob Richler-Kleiman, Commercial Development Analyst at 888 Holdings;</i> <i>Vidar Duvnas, CEO & Co-Founder of Betspawn;</i> <i>Lars Lien, CEO of Luckbox</i> <i>Ben Bradtke, Former Managing Director, Esportsbetting.com</i></p>	<p>AI-Driven Innovations in Payments and Fintech in Africa: How it Affects Gaming and the Synergies it Provides</p> <p>Discover why Fintech Fever is catching on in Africa, with hundreds of startups across the continent seeking to revolutionise the way we think about finance. Bypassing the banks for quick and seamless payments, increasing economic growth, and handing purchasing power back to the people. Find out what the implications of this booming industry are for gaming, and why you shouldn't be turning a blind eye to it.</p> <p><i>Speaker: John Kamara, Director, Global Gaming Africa</i></p>
17:00 - 17:45		<p>In the post-PASPA esports world, the role of game publishers is set to change dramatically</p> <ul style="list-style-type: none"> • Player protection for publishers • Responsibilities around educating fans • Publisher/operator relations <p><i>Jeff Liboon, President of ESP Gaming</i> <i>Ian Smith, Commissioner, ESIC</i></p>		<p>AI: Case Study: AI-driven Online Casino</p> <ul style="list-style-type: none"> • Customer-first gaming • Integration of responsible gambling tools • Gamification elements: Loyalty rewards <p><i>Sam Hobcraft, Founder, Omnia Casino</i></p>



Speakers

We're doing things differently this year. Get to know the brand new format for 2019.

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Philip Bowcock
CEO,
William Hill



Nyreen Llamas
Chief Strategy Officer,
MoPlay



Mattias Wedar
CEO,
Mr Green & Co. Technology



Maria Boelius
CEO,
Cashmio



Ed Bowers
CEO Japan
MGM Resorts International



Paris Smith
CEO,
Pinnacle Sports



Edgar Agaba
CEO, Lotteries and Gaming
Regulatory Board, Uganda



Amy Yu
Head of Partnership Development,
Esports.com



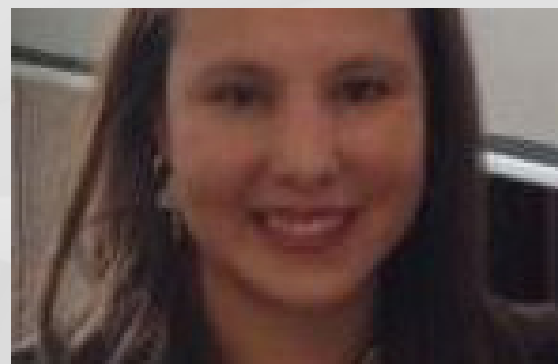
Julio Tamayo
Managing Director,
Wplay



Marzia Mastrogiacomo
Senior Vice President - Lotteries Italy,
Lottomatica



Peter Mireku
Commissioner, Gaming Commission
of Ghana



Liliana Viveros
Head of New Business,
Coljuegos



Hans Elias
Head of Gaming Innovation,
Gamesys



Viktorija Antanavičiūtė,
Managing Director,
Tony Bet



Lanre Gbajabamila
Director General, National Lottery
Regulatory Commission

Speakers

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Susan O'Leary

CEO,
Alderney eGambling



Jaime Irizarry

Director, Games of Chance, Puerto Rico Tourism Company



Kerry Dawes

Head of Digital Experience & Intel,
The Rank Group



Felix Mukaxe

Gaming Inspector, Mozambique
Gambling Board



Becky Harris

Chairwoman, Nevada Gaming
Control Board



Luiz Felipe Maia

Founding Partner, FYMSA
Advogados



Hillevi Stuhrenberg

Manager Responsible Gaming &
CSR, Betsson Group



Jean Marc Landry

Vice President - Innovation and
Renewal, Atlantic Lottery



Benedicte Lobelle

Chief Marketing Officer,
National Lottery of Belgium



Mike O'Donohue

Chief Data Officer,
Camelot



Claire Pinson

European and International Affairs
Officer, ARJEL



David Caruana

Responsible Gambling Manager,
Kindred Group



Janny Wierda

Vice President, Security and
Responsible Gaming, Holland Casino



Juan Espinosa García

Director General, General Directorate
for Gaming Regulation

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