

## AGENDA PREVIEW

More info @ <http://sbcevents.com/betting-on-football-2018/>



### TUESDAY

- 10:00 - 18:00** European Lotteries Forum (Members Only event)
- 12:00 - 24:00** Networking & Drinks at Frankie's, the Trustly Bar
- 15:00 - 22:00** Pre-registration at the Official Hotel



### CONFERENCE DAY 1 – WEDNESDAY

- 09:00 - 19:00** Exhibition Open
- 10:00 - 17:30** World Cup and Beyond (Track)
- 10:00 - 17:30** Global Market Profiles (Track)
- 10:00 - 17:30** Betting on Innovation
- 10:00 - 17:30** Affiliate Insider Bootcamp (invitation only)
- 17:00 - 18:00** Stadium Tours of Stamford Bridge
- 17:00 - 19:00** Networking Drinks in Exhibition Area
- 19:00 - 20:00** Networking Drinks at [Frankie's](#) / World Cup Bar
- 20:00 - 02:00** Official Party



### CONFERENCE DAY 2 – THURSDAY

- 09:00 - 17:30** Exhibition Open
- 10:00 - 17:30** Leadership (Track)
- 10:00 - 17:00** Customer Journey (Track)
- 10:00 - 17:30** SBC Sponsorship Forum (invitation only)
- 10:00 - 17:00** Esports Insider Super Forum
- 17:00 - 18:00** Stadium Tours of Stamford Bridge
- 17:00 - 20:00** Networking Drinks at [Frankie's](#) / World Cup Bar
- 20:00 - 02:00** Closing Party at [Under the Bridge](#)



### DAY 3 – FRIDAY

- 10:00 - 13:00** Casual Networking
- 12:00 - 13:00** Stadium Tours at Stamford Bridge

	WORLD CUP AND BEYOND DRAKE SUITE	GLOBAL MARKET PROFILES HARRIS SUITE	AI BOOTCAMP BONETTI SUITE	BETTING ON INNOVATION HOLLINS SUITE
10:15 – 11:00	<p><b>LIFE BEYOND THE BONUS: WILL PRICE BOOSTS RULE THE ROOST?</b></p> <p>With sign-up bonuses increasingly under pressure from both customers and marketing, what alternatives can operators use to reach their audience?</p> <p><b>SPEAKERS</b>  <b>Manuel Stan</b>, Central Brand Marketing Director, Kindred Group  <b>Florian Guede</b>, CMO, Mybet  <b>Eddie Bennett</b>, MD, BoyleSports</p> <p><b>MODERATOR</b>  <b>George Elek</b>, Head of Media Relations, Oddschecker</p>	<p><b>SPAIN – A NEW WINDOW OF OPPORTUNITY</b></p> <p>With the licensing process still open, what opportunities exist in one of the hotbeds for sport and football in particular.</p> <p><b>SPEAKERS</b>  <b>Jacob Lopez Curciel</b>, CEO, OPTIMA  <b>Mikel López de Torre</b>, Digital Director, Sportium  <b>Gregory Bolle</b>, Head of Global Partnership, La Liga</p> <p><b>MODERATOR:</b>  <b>Christian Tirabassi</b>, Senior Partner, Ficom Leisure</p>	<p><b>THE SOCIAL MEDIA HACKS WORKSHOP</b></p> <p>Heard of social channels but no idea how to harness the beast? Join this interactive workshop to learn the latest trends, hacks and conversation tactics to create engaging content, convert value customers and build a membership community that drives incremental revenue to your affiliate business.</p> <p><b>SPEAKER</b>  <b>Sarah Sangster</b>, Digital Marketing Specialist, Sangster Digital</p>	10:30 – 11:00 TO BE CONFIRMED
11:00 – 11:20 REFRESHMENT BREAK				
11:20 – 12:05	<p><b>MATCH DAY LIVE – ENGAGING CUSTOMERS IN A LIVE ENVIRONMENT</b></p> <p>Betting now places an optimal emphasis on live customer dynamics – just look at designer bets for an example of this, and engagement, but how is this managed efficiently?</p> <p><b>SPEAKERS</b>  <b>Endre Nasset</b>, Interim Director of Sports, Gaming Innovation Group  <b>Matt Scarrott</b>, Director of Sportsbook &amp; VIP, BetVictor  <b>Mark Powell Bevan</b>, Head of Marketing &amp; Content, Paddy Power Betfair</p> <p><b>MODERATOR</b>  <b>Meir Moses</b>, VP Business Development, Don Best Sports</p>	<p><b>ITALY – LIVING WITHOUT THE WORLD CUP</b></p> <p>Italy are staying at home this summer – for the first tournament since 1958. How will bookmakers generate interest in the World Cup?</p> <p><b>SPEAKERS</b>  <b>Fabio Schiavolin</b>, CEO, SNAITech  <b>Francesco Carione</b>, Managing Director, La Gazzetta dello Sport  <b>Quirino Mancini</b>, Partner, Tonucci &amp; Partners  <b>Marco Castaldo</b>, CEO, Microgame</p>	<p><b>THE "REAL DEAL" SEO WORKSHOP</b></p> <p>Ever wanted to know how you can improve your rankings or perform a detailed SEO audit? Andy will be revealing exactly how to audit your own site, spot the unicorn SEO tactics that will drive increased traffic specific to sports betting. <i>There's also an opportunity to win an intensive Audit worth £4,500 with Andy to growth hack your affiliate site.</i> So don't miss it!</p> <p><b>SPEAKER</b>  <b>Andy Edwards</b>, CEO, Mad About Media</p>	11:20 – 11:50 TO BE CONFIRMED
11:50 – 12:20 PLAYING THE GAME – HOW TO ENGAGE AND MONETISE NON-BETTING FOOTBALL FANS				
12:20 – 12:50 TO BE CONFIRMED				
12:05 – 12:50	<p><b>DFS – FANTASY'S LAST GREAT OPPORTUNITY IN EUROPE?</b></p> <p>Is the World Cup the last big opportunity for fantasy sports to break the European market? Or are we just at the start of something big?</p> <p><b>SPEAKERS</b>  <b>Valery Bollier</b>, CEO, Oulala  <b>John Gordon</b>, CEO, Premier Punt  <b>Bjorn Fjellby</b>, CEO, Scout Gaming Group  <b>Jeffrey Haas</b>, Chief International Officer, DraftKings</p> <p><b>MODERATOR</b>  <b>Sam Cooke</b>, Editor, Esports Insider</p>	<p><b>SCANDINAVIA – SURVIVAL OF THE FITTEST</b></p> <p>What can betting stakeholders learn from Nordic players, as investors place a higher emphasis on international growth and creating dynamic brand and product propositions.</p> <p><b>SPEAKERS</b>  <b>Niels Erik Folmann</b>, CEO, Danske Spil  <b>Jesper Karrbrink</b>, CEO, Mr Green  <b>Jesper Soegaard</b>, CEO, Better Collective  <b>Jari Vahanen</b>, Senior Vice President, Veikkaus</p> <p><b>MODERATOR</b>  <b>Morten Ronde</b>, CEO, Nordic Gambling</p>	<p><b>12:05 – 13:00 THE BIG LINK DEBATE</b></p> <p>This session discusses why you simply cannot ignore link building as part of your website growth strategy and exactly what strategies are required for sports betting affiliates to make it successful. Nick Garner will deliver detailed insights on what Google wants in 2018 and how you can make that work for your sports betting affiliate site.</p> <p><b>SPEAKER</b>  <b>Nick Garner</b>, Founder, Rize Digital</p>	12:20 – 12:50 TO BE CONFIRMED

	WORLD CUP AND BEYOND DRAKE SUITE	GLOBAL MARKET PROFILES HARRIS SUITE	AI BOOTCAMP BONETTI SUITE	BETTING ON INNOVATION HOLLINS SUITE
14:00 – 14:45	<p><b>SPORTS MEDIA – CUTTING THROUGH THE NOISE WITH QUALITY CONTENT</b></p> <p>Facebook and Twitter will be key battlegrounds this summer – but will other networks and media provide better ROI?</p> <p><b>SPEAKERS</b>  <b>Chris Harrison</b>, Industry Head – Performance Markets, Google  <b>Dr. Matthias Kirschenhofer</b>, Managing Director of Entertainment, Sport1 Media GmbH  <b>Mark O'Donnell</b>, Head of Betting &amp; Gaming, Trinity Mirror  <b>Jimmy Lloyd</b>, Sun Sport Content Development Editor, News International  <b>David Duffield</b>, VP of Sales, Minute Media</p> <p><b>MODERATOR</b>  <b>David Knight</b>, International Media Expert</p>	<p><b>AFRICA – TACKLING CHANGING LAWS</b></p> <p>How to operate effectively in a football mad region with an array of different and fluid rules when it comes to sports betting.</p> <p><b>SPEAKERS</b>  <b>Mathew Symmonds</b>, CEO, WebAnalysisSolutions  <b>Ian Hogg</b>, Investor, BetBoss.co.ke  <b>Martin Sack</b>, Group Manager: Online Business Development, Sun International  <b>Niccolò Cassettari</b>, Affiliate &amp; Advertising Manager, Betin   Bet9ja</p>	<p><b>CONTENT STRATEGIES FOR NEW &amp; EXISTING SPORTS BETTING AFFILIATES</b></p> <p>How to build your brand whilst climbing the Search Engine Results. This session will deliver an in depth analysis of the sportsbetting environment and how affiliates can grow hack their traffic creating innovative content strategies that help build a brand voice and engage a targeted audience.</p> <p><b>SPEAKER</b>  <b>Martin Calvert</b>, Marketing Director, Blue Claw Media</p>	<p>14:00 – 14:30 <b>INNOVATION IN AUTOMATION – THE TRADING ROOM OF THE FUTURE</b></p> <p>After derivative pricing and in-play betting first brought the need for automation to the trading room, what is the future of pricing automation for the industry?</p> <p><b>SPEAKERS</b>  <b>Leigh Herdman</b>, CEO, AlgoSport</p>
14:45 – 15:30	<p><b>SPEAKING WITH INTEGRITY – THE LATEST TACTICS AGAINST MATCH FIXING</b></p> <p>With the next World Cup in Russia and Qatar, there is more focus than ever on football integrity. How are bookmakers working with football to keep out the fixers?</p> <p><b>SPEAKERS</b>  <b>Jake Marsh</b>, Head of Integrity, Perform  <b>Eric Konings</b>, Sports Betting Integrity Officer, Kindred Group</p> <p><b>MODERATOR</b>  <b>Morten Larsen</b>, Chief Analyst, Oxford Research)</p>	<p><b>USA – MAKING AMERICA A GREAT MARKET AGAIN</b></p> <p>Will it, won't it? The US market could be the biggest betting market on the planet - but it all depends on the Supreme Court. But how would the market look? What do US punters want?</p> <p><b>SPEAKERS</b>  <b>Paris Smith</b>, CEO, Pinnacle  <b>Eduard Blonk</b>, MD Sales, Betradar  <b>Ian Penrose</b>, Former CEO, Sportech</p> <p><b>MODERATOR</b>  <b>David Sargeant</b>, CEO, iGaming Ideas</p>	<p><b>STARTING YOUR ESPORTS JOURNEY</b></p> <p>An in-depth analysis of the current esports market and trends. In this session you'll learn how you can use this channel as an early adopter to monetise your business using the infrastructure you already have in your sports betting affiliate business. Exactly what you need to know to make money in this channel.</p> <p><b>SPEAKER:</b>  <b>Per Wolf</b>, eSports Expert</p>	<p>14:30 – 15:50 <b>DEVELOPMENTS IN PAY IN PLAY – TRUSTLY PRESENTATION</b></p> <p><b>SPEAKER</b>  <b>Samuel Barrett</b>, Director of Gaming, Trustly</p> <p>15:00 – 15:30 <b>TCM INPLAY PRESENTATION</b></p> <p><b>SPEAKER</b>  <b>Jim Yu</b>, CEO &amp; Founder, TCM Inplay</p>
<b>15:30 – 16:00 REFRESHMENT BREAK</b>				
16:00 – 16:45	<p><b>TRANSFER WINDOW – KEEPING PLAYERS ENGAGED FOR THE NEW SEASON</b></p> <p>After investing on new customers, what options do operators have to keep sign ups warm before the onset of the new domestic seasons?</p> <p><b>SPEAKERS</b>  <b>Simon Westbury</b>, Sales Director, VSoftco  <b>Martin Wachter</b>, CEO, Golden Race  <b>Tim Green</b>, CEO, Highlight Games</p> <p><b>MODERATOR</b>  <b>Harry Lang</b>, Consultant, Brand Architects</p>	<p><b>ASIA – EFFECTIVE WAYS TO REACH AN AUDIENCE</b></p> <p>How are operators tackling the opaque regulatory landscape in the region? Which is the most effective way of reaching the end user? Expensive sponsorship or social media and new technology?</p> <p><b>SPEAKERS</b>  <b>Jim Yu</b>, CEO, TCM Inplay  <b>Bill Mummery</b>, Executive Director, SBOBET</p> <p><b>MODERATOR</b>  <b>Nelson Ferrigni</b>, Managing Director, Ogoun Consulting</p>	<p><b>DESTINATION AFRICA – NEGOTIATING THE NEXT BIG IGAMING AFFILIATE MARKET</b></p> <p>From Nigeria and Kenya to South Africa, sportsbooks in sub-Saharan Africa are increasingly diversifying their marketing mixes to include the affiliate channel. Offering significant revenue opportunities for savvy, affiliates, Income Access has gathered together a panel of affiliates, as well as local brands and service providers, to share their perspectives about the next big destination for affiliate marketing.</p> <p><b>SPEAKER</b>  <b>Sarafina Wolde Gabriel</b>, VP Operations Income Access Paysafe Group</p>	<p>15:30 – 16:00 <b>REFRESHMENT BREAK</b></p> <p>16:00 – 16:30 <b>A NEW APPROACH – IDENTIFYING GLOBAL TRENDS IN SUSPICIOUS BETTING PATTERNS 2017</b></p> <p>Presenting key findings from a forthcoming report that examines global trends in irregular football betting patterns, this session will provide stakeholders in football integrity with insights derived from innovative techniques using inside-the-market expertise and data analytics in a pioneering partnership between the Perform Group and Starlizard Integrity Services.</p> <p><b>SPEAKERS</b>  <b>Jake Marsh</b>, Head of Integrity, Perform  <b>Affy Sheikh</b>, Head of Integrity, Starlizard Integrity Services</p>
				<p>16:30 – 17:00 <b>TO BE CONFIRMED</b></p> <p>17:00 – 17:30 <b>TO BE CONFIRMED</b></p>

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16:45 – 17:30	<p><b>FINDING A PARTNER – THE HIDDEN BENEFITS OF FOOTBALL SPONSORSHIP</b></p> <p>Shirt sponsorship is a very visible method of marketing, but what other assets help reach the fanbase? Do the other partnership options provide more ROI?</p> <p><b>SPEAKERS</b> <b>Mark Davies</b>, Global Head of Partnerships, Swansea City <b>Harj Hir</b>, Head of Partnerships Engagement, Leicester City Football Club <b>Ben Turnbull</b>, Business Development Manager, Manchester City Football Club</p> <p><b>MODERATOR</b> <b>Jaap Kalma</b>, Former Chief Commercial Officer, AC Milan</p>	<p><b>EASTERN EUROPE – NOISY NEIGHBOURS</b></p> <p>What kind of an opportunity does a World Cup in Russia provide for the industry in nearby markets?</p> <p><b>SPEAKERS</b> <b>Stilian Shiskov</b>, CEO, Sportal.bg <b>Per Widerstrom</b>, CEO, Fortuna Group <b>Sergei Portnov</b>, CEO, Parimatch</p> <p><b>MODERATOR</b> <b>Milena Dimitrova</b>, Founder, ThinkiGaming</p>	<p><b>MENTOR SESSION: GROWING YOUR SPORTS BETTING AFFILIATE BUSINESS</b></p> <p>In this session Marcos will share with you his detailed experiences and insight about building a successful sports betting business in a crowded market. He'll share journey he's had growing the Clever Advertising Group and help you navigate the competitive landscape to find growth hacking for personal success.</p> <p><b>SPEAKER</b> <b>Marcos Oliveira</b>, Chief Affiliate Officer, Clever Advertising Group</p>	

## NETWORKING DRINKS

**17:00-19:00** Networking Drinks in Exhibition Area

**19:00-20:00** Networking Drinks in the World Cup Bar  
– sponsored by  **Trustly**

## OFFICIAL NETWORKING PARTY

**20:00-02:00** Official Networking Party  
– sponsored by **SBCGLOBAL**

### FURTHER DETAILS

All destinations pertaining to the Betting on Sports conference can be found on the official website or conference app.

**If you need any further details please contact:**

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	LEADERSHIP TRACK DRAKE SUITE	CUSTOMER JOURNEY TRACK HARRIS SUITE	ESI SUPER FORUM BONETTI SUITE	SBC SPONSORSHIP FORUM HOLLINS SUITE
10:15 – 11:00	<p><b>DEBATE: THE PHILOSOPHY OF GAMBLING</b></p> <p>What role do bookmakers play in society? How can society, and the industry, strike an acceptable balance between the potential benefits of betting and its potential harms?</p> <p><b>SPEAKER</b> <b>Jonathan Wolff</b>, Blavatnik Chair of Public Policy, Blavatnik School of Government, University of Oxford</p>	<p><b>BRIDGING THE GAP – GETTING CUSTOMERS OVER THE THRESHOLD</b></p> <p>Getting people to notice the brand is one thing – but converting them into accounts is a whole other skill. Are skilled affiliates the best conversion tool?</p> <p><b>SPEAKERS</b> <b>Tom Ustunel</b>, Betting &amp; Gaming Director, Sun Bets <b>Alexis Murphy</b>, CEO, betFIRST <b>Alex Donohue</b>, Brand Partnerships, ODDSible, Ladbible Group <b>Tina Thakor-Rankin</b>, Principal Consultant, 1710 Gaming</p>	<p><b>UNDERSTANDING THE ESPORTS ECOSYSTEM: WHO'S WATCHING, WHAT'S IT REALLY WORTH AND WHY SHOULD TRADITIONAL SPORTS CARE</b></p> <p>Let's get the basics tied down, who are the stakeholders in esports, where's the money coming from (and going), where could it be coming from and why should traditional sports clubs and leagues give a damn.</p> <p><b>SPEAKERS</b> <b>James Dean</b>, MD, ESL UK <b>Ian Smith</b>, Commissioner, ESIC <b>Alex Grimonpoint</b>, Player Engagement Director, Hi-Rez Studios <b>Mark Cox</b>, UK Head of Publishing, Riot Games</p>	<p><b>10:00 – 10:30</b></p> <p><b>SNAPSHOT – SPONSORSHIP IN FOOTBALL</b></p> <p>A look at the current state of play around gambling sponsorship in football.</p> <p><b>SPEAKERS</b> <b>Jaap Kalma</b>, SBC Football Ambassador</p>
	<b>11:00 – 11:20 REFRESHMENT BREAK</b>		<b>11:00 – 11:20 REFRESHMENT BREAK</b>	
11:20 – 12:00	<p><b>INVESTMENT PANEL – WHERE IS THE ATTRACTIVE RISK?</b></p> <p>With major consolidation in the market involving the big players, where is the value for other investment. What is happening in the affiliate sector?</p> <p><b>SPEAKERS</b> <b>Marek Smrha</b>, Invest Manager, Penta Investments <b>David Shapton</b>, Partner, Akur Capital <b>Michal Kopec</b>, Head of M&amp;A, Better Collective <b>David Levy</b>, Business Development Director, XL Media</p>	<p><b>SHOW ME THE MONEY – PAYMENTS, AML, FRAUD PREVENTION.</b></p> <p>The balancing act between a smooth registration and a safe registration. What can be done to improve the experience without impacting the checks?</p> <p><b>SPEAKERS</b> <b>Jacqueline Hart</b>, Fraud Director, PaddyPower Betfair <b>Bill South</b>, Head of Security and Community Affairs, William Hill</p>	<p><b>KEYNOTE – RUUD GULLIT</b></p> <p>Ballon D'Or winner and Dutch football legend Ruud Gullit will take to the stage at his former stomping ground to discuss the crossover of football and esports. Gullit recently launched Team Gullit so is very much caught up in the sport</p>	<p><b>10:30 – 11:00</b></p> <p><b>THE POWER OF THE PREMIER LEAGUE</b></p> <p>A look at the history of gambling shirt sponsorship in England; from Betfair to ManBetX</p> <p><b>SPEAKER</b> <b>Rory Anderson</b>, Consultant, 12bet</p>
	<b>11:00 – 11:20 REFRESHMENT BREAK</b>		<b>11:00 – 11:20 REFRESHMENT BREAK</b>	
12:05 – 12:50	<p><b>CREATIVE APPROACH – WHY THE TRADING FUNCTION IS THE PERFECT ENVIRONMENT FOR INNOVATION</b></p> <p>How the creation of developments such as 'request some odds' shows there is still room for new thinking amongst the most traditional of bookmaking skills.</p> <p><b>SPEAKERS</b> <b>Tom Palin</b>, Head of Football, Sporting Index <b>Sam Hill</b>, Business Development Director, Betgenius <b>Andy Wright</b>, Head of Sports, Sky Betting &amp; Gaming</p> <p><b>MODERATOR</b> <b>Conall McSorley</b>, Consultant</p>	<p><b>UX MARKS THE SPOT – BUILDING THE PERFECT CUSTOMER ENVIRONMENT</b></p> <p>The smaller mobile screen is still a big headache for operators and customers wanting simple navigation. What creative ways are the industry using on this challenge?</p> <p><b>SPEAKERS</b> <b>Guy Sever</b>, Head of Gaming, 365Scores <b>Andreas Bardun</b>, CEO, Mobile Gaming Innovation</p> <p><b>MODERATOR</b> <b>Nikos Halikias</b>, CEO, Favbet</p>	<p><b>SPORTS CLUBS IN ESPORTS: THE STORY SO FAR</b></p> <p>By our count there are more than 180 sports clubs involved in esports to some degree. But the bigger question is who's doing it well, what are they doing, what works and why.</p> <p><b>SPEAKERS</b> <b>Colin Johnson</b>, Head of FIFA, RL and SFV, Fnatic <b>Christian Sørensen</b>, CEO, North <b>Trev Keane</b>, MD, Sportego <b>Pedro Honório da Silva</b>, CEO, Qwatti eSports Agency <b>Dom Sacco</b>, Head of Content, British Esports Association (M)</p>	<p><b>11:00 – 11:20 REFRESHMENT BREAK</b></p> <p><b>11:20 – 11:50</b></p> <p><b>MEASURING MARKETING – HOW TO CALCULATE ROI BEYOND CUSTOMER ACQUISITION</b></p> <p>An analysis of how betting operators measure success and how football clubs can provide those metrics. Can we calculate a holistic ROI? Do one season deals make sense?</p> <p><b>SPEAKERS</b> <b>Marco Nazzari</b>, Managing Director, Europe, Nielsen Sports</p>
	<b>11:00 – 11:20 REFRESHMENT BREAK</b>		<b>11:00 – 11:20 REFRESHMENT BREAK</b>	
	<b>11:50 – 12:10 INTRODUCTION BREAK</b>		<b>11:50 – 12:10 INTRODUCTION BREAK</b>	
	<b>12:50-14:00 NETWORKING LUNCH BREAK</b>		<b>12:10 – 12:40</b>	
	<b>12:50-14:00 NETWORKING LUNCH BREAK</b>		<p><b>PANEL: GLOBAL PRODUCT – THE OPPORTUNITIES SURROUNDING REGIONAL PARTNERSHIPS</b></p> <p>The larger clubs are able to offer regional partnerships – are these as valuable as shirt sponsorships? What are the advantages and opportunities around regional partnerships?</p> <p><b>SPEAKERS</b> <b>Giorgio Ricci</b>, Commercial Director, Juventus <b>Rory Anderson</b>, Consultant, 12bet</p>	



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14:00 – 14:45	<p><b>REGULATION – IS THERE A BACKLASH COMING?</b></p> <p>In some of the more established betting jurisdictions are now pushing back on the industry, particularly with regards to marketing. Is this a natural cycle or is the industry at fault for not self regulating effectively?</p> <p><b>SPEAKERS</b>  <b>Stephen Ketteley</b>, Partner, Wiggin  <b>Richard Hayler</b>, Managing Director, IBAS  <b>Britt Boeskov</b>, CPO, Kindred Group  <b>Joe Saumarez Smith</b>, Chief Executive, Sport Gaming</p>	<p><b>AS YOU LIKE IT – THE OMNI CHANNEL CHALLENGE</b></p> <p>360 views of the customer should also extend to the customer having 360 degree access to the operator. But is offering the same experience across all platforms only possible for the biggest operators?</p> <p><b>SPEAKERS</b>  <b>Alexander Martin</b>, New Media Director, Gauselmann AG  <b>Filippos Antonopoulos</b>, CEO, Vermantia  <b>Valentyn Kyrylenko</b>, Managing Director, Betinvest</p>	<p><b>ESPORTS TEAM OWNERSHIP: A WORTHY INVESTMENT?</b></p> <p>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?</p> <p><b>SPEAKERS</b>  <b>Nikolaj Nyholm</b>, CEO, RFRSH  <b>Nicolas Maurer</b>, CEO, Team Vitality  <b>Ben Woodward</b>, Co-Founder, Code Red Agency</p>	<p><b>14:00 – 15:00</b></p> <p><b>LEAGUE POSITION – ROUND TABLE DISCUSSIONS</b></p> <p>30 minute roundtable sessions on four of the major football leagues. La Liga – Spain, Serie A – Italy, EPL – England, EFL – England</p> <p><b>SPEAKERS</b>  <b>George Harborne</b>, Senior Partner Acquisition Manager, Aston Villa</p>
	<b>15:00 – 15:30 INTRODUCTION BREAK</b>			
14:45 – 15:30	<p><b>AFFILIATE CEO PANEL – NAVIGATING A CHANGING ENVIRONMENT</b></p> <p>The future landscape for affiliates is hard to discern given the regulatory crackdown and the huge amount of consolidation. Where is the sector heading?</p> <p><b>SPEAKERS</b>  <b>Inbal Lavi</b>, CEO, Israel, XL Media  <b>Richard Moffat</b>, CEO, OLBG  <b>James Garmston</b>, CEO, EasyOdds</p>	<p><b>NEW GROUND – DO RETENTION VALUES NEED TO BE RETHOUGHT?</b></p> <p>Given the cost of acquisition, and the political fallout over-promotion can cause, has the time come for CRM to start breaking accepted wisdoms on player lifetime values and become a key strategic point? How can operators engage their existing customer base more effectively?</p> <p><b>SPEAKERS</b>  <b>Motti Colman</b>, Director of New Business, Optimove</p>	<p><b>SPONSORSHIP IN ESPORTS AND WHY BRANDS NEED TO PLAY A DIFFERENT GAME</b></p> <p>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.</p> <p><b>SPEAKERS</b>  <b>Paul Leaman</b>, VP of EMEA, HyperX  <b>Duncan McMonagle</b>, SVP &amp; GM, Minute Media (DBLTAP)  <b>Frederic Weil</b>, Partnerships Manager, Fnatic</p>	<p><b>15:30 – 16:00</b></p> <p><b>PUBLIC PERCEPTION – TACKLING NEGATIVE CONNOTATIONS</b></p> <p>How can clubs and betting brands work together to tackle match fixing and problem gambling issues? Should social responsibility initiatives be included as part of sponsorship packages? Player education on anti-match fixing schemes?</p> <p><b>SPEAKERS</b>  <b>Steve Donoughue</b>, Consultant  <b>Ruud Gullit</b>, Football Ambassador</p>
	<b>15:30 – 16:00 REFRESHMENT BREAK</b>		<b>15:30 – 16:00 REFRESHMENT BREAK</b>	
16:00 – 16:45	<p><b>CEO PANEL – RUSSIAN REVOLUTION: WHY THE WORLD CUP IS KEY TO FUTURE BUSINESS</b></p> <p>Every two years a major football tournament can determine the prospects of a company, so how do firms plan for this strategically?</p> <p><b>SPEAKERS</b>  <b>Markus Peuler</b>, CEO, Mybet  <b>Marcus Brennan</b>, CEO, BetBright</p> <p><b>MODERATOR</b>  <b>Gerard Starkey</b>, Senior Communications, Kambi</p>	<p><b>PUTTING IN A CROSS-SELL – WHAT ELSE DO FOOTBALL PUNTERS ENJOY?</b></p> <p>Betting is often heralded as an acquisition tool in the gambling industry, but what other products should operators be offering, and why?</p>	<p><b>MEDIA RIGHTS AND BROADCASTING IN ESPORTS</b></p> <p>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 the ESL Pro League and YouTube. But these exclusive deals come with their own problems. What's the future of media rights and broadcasting in esports?</p> <p><b>SPEAKERS</b>  <b>Martin Wyatt</b>, Head of Partner Relations, Gfinity  <b>Heather 'Naysayerz' Dower</b>, Marketing and Communications Manager, ESL UK  <b>Michiel Bakker</b>, CEO, Ginx TV  <b>Kirsty Endfield</b>, Founder, Swipe Right PR (M)</p>	<p><b>16:00 – 16:30</b></p> <p><b>ACTIVATION – THE CREATIVE WAYS OF ENGAGING WITH AN EXISTING FAN BASE</b></p> <p>3 x 10 min case studies on marketing objectives and making sponsorship work          – Content Strategy          – Offline marketing</p> <p><b>SPEAKERS</b>  <b>Colm Ó Méalóid</b>, COO, Sportego</p>
	<b>16:30 – 17:00 INTRODUCTION BREAK</b>			
				<p><b>17:00 – 17:30</b></p> <p><b>BIG DATA, SOCIAL NETWORKS AND THE EVOLVING NATURE OF PARTNERSHIPS</b></p> <p>A look at the reach of clubs on social media and how their data is used to the benefit of promoting betting partners.</p>

AGENDA SPONSORS



	LEADERSHIP TRACK DRAKE SUITE	CUSTOMER JOURNEY TRACK HARRIS SUITE	ESI SUPER FORUM BONETTI SUITE	SBC SPONSORSHIP FORUM HOLLINS SUITE
16:45 – 17:30	<p><b>SUPPLIER CEO PANEL – CREATIVE IMPETUS</b></p> <p>Where is the innovation coming from in the industry? Are operators too reluctant to experiment with third party ideas? Where do suppliers fall into the social responsibility argument?</p> <p><b>SPEAKERS</b> <b>Tiago Almeida</b>, CEO, Sportingtech</p> <p><b>MODERATOR</b> <b>Lee Richardson</b>, CEO, Gaming Economics</p>	<p><b>FAIR PLAY – RESPONSIBILITY IN ACTION</b></p> <p>Betting operators are urged to up their social responsibility proficiencies, but how can industry governance create a better and more inclusive program, which caters for all betting, social and sporting stakeholders.</p> <p><b>SPEAKERS</b> <b>Maris Bonello</b>, Integrity Lead, Kindred Group <b>Mikel López de Torre</b>, Digital Director, Sportium <b>Sharon Byrne</b>, Chair, Irish Bookmakers Association</p> <p><b>MODERATOR:</b> <b>Anna Hemmings</b>, CEO, GamCare</p>	<p><b>CASE STUDY: OWL / SIMRACING / FIFA / THE FAN EXPERIENCE</b></p>	

**NETWORKING DRINKS**

**17:00-20:00** Networking Drinks in the World Cup Bar  
– sponsored by **Trustly**

**OFFICIAL NETWORKING PARTY**

**20:00-02:00** Official Closing Party at Under the Bridge  
– sponsored by **SBCGLOBAL**

**FURTHER DETAILS**

All destinations pertaining to the Betting on Sports conference can be found on the official website or conference app.

**If you need any further details please contact:**

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