

ICE CONFERENCES

AGENDA



QUICK LINKS

- INTERNATIONAL CASINO CONFERENCE
- MODERNISING LOTTERIES: DIGITAL AND RETAIL
- WORLD REGULATORY BRIEFING (WrB)
- DATA INSIGHT & BUSINESS INTELLIGENCE
- CROSS-PLATFORM & MULTI-CHANNEL GAMING
- GAME DESIGN & DEVELOPMENT
- BETMARKETS
- CYBERCRIME, SECURITY & REGULATORY COMPLIANCE

WELCOME

ICE Conferences are the easiest way to locate, amongst ICE's 25k visitors, like-minded professionals who face similar challenges you do and might have the answers to them. Here is what makes them unique, exciting and different from all other events in the market:

- Examining the success of the phenomenon that is eSports industry
- Our Game to Watch Competition is back for 2016! We'll unveil the hottest games ready to make a big impression in the market in 2016.
- A quick fire challenge for Operators where they discuss the top 5 challenges in achieving multi-channel and cross-platform gaming.
- Don't miss our interactive workshop on fraudulent documentation with New Scotland Yard
- The International Casino Conference (ICC) will be returning to the Hippodrome Casino, London
- Conveniently placed at the heart of ICE Totally Gaming, the world's largest gaming exhibition, and drawing from its 25k visitors
- ICE Conferences Idea Generation Wall collects thoughts, conclusions, topic requests to be raised during the conferences

SUMMARY OF EVENTS

Taking place as part of ICE Technopolis, the world's largest and most influential business gaming event. Eight high-level, targeted one-day conferences covering all of gaming's vertical markets. Pick and mix with an access all areas pass or choose to attend a single conference

Monday, 1 February

INTERNATIONAL CASINO CONFERENCE (ICC)

AT THE HIPPODROME CASINO

The industry's go-to event for customer experience, regulation and innovation for the land-based sector, ICC will be taking a step into tomorrow's social casino and explore how to capture the next generation of casual gamblers. The ICC will also take a macro view on how technology innovation is impacting the industry.

DATA INSIGHT AND BUSINESS INTELLIGENCE

Data and data driven systems have fast become the bedrock of nearly all the world's most dynamic companies, including gaming. Sound data analysis is now the fundamental way customers are efficiently acquired, maintained and interacted with. Data is now able to produce competitive edge and ROI like perhaps no other area of modern gaming. This conference will feature experts who have successfully turned 'data' into 'dollars' in gaming.

Tuesday, 2 February

MODERNISING LOTTERIES: DIGITAL AND RETAIL

Regardless of the changes that have taken place in the industry in the last few years, retail still lies at the heart of the lotteries' business. This interactive day will give you the tools you need to strengthen your retail business, whilst exploring how online and mobile opportunities can lead to innovation and growth.

WORLD REGULATORY BRIEFING (WRB)

With regionally fragmented regulation and constantly emerging jurisdictions, compliance, business development and market analysis now have to be perfectly married to gain competitive advantage in the iGaming sector. Bringing together global regulators and operators, WrB will focus on the harmonisation of technical standards and the jurisdictions where iGaming licenses are becoming available.

CROSS-PLATFORM AND MULTI-CHANNEL GAMING

The number one choice for operators to plan for and meet customers' needs across web, connected devices, smartphones, tablets and Smart TV, the event will help companies adapt and strategize around the latest disruptions in mobile technology, internet services and wearable devices, determining the winners and losers of the huge mobile games market.

Wednesday, 3 February

CYBERCRIME, SECURITY AND REGULATORY COMPLIANCE

Technological leaps offer opportunities both for the industry and the fraudsters seeking to defraud it. Don't miss this important forum for discussion on evolving legislation and practical strategies to protect your business. From the 4th Money Laundering Directive and Data Protection Legislation to KYC and CDD processes, this is your one-stop-shop for tackling cybercrime. PLUS! Don't miss our interactive workshop on fraudulent documentation with Scotland Yard.

BETMARKETS

The sportsbetting industry is changing rapidly – creating opportunities for expansion into new markets and enormous business growth. This forward-looking conference will examine the colossal success of the eSports industry and consider how Sportsbooks might maximise the chance to benefit from this market. It will also consider virtual sports, fantasy sports and other routes to new markets and profits.

GAME DESIGN AND DEVELOPMENT

Created for those who are passionate about the art of game design and development, from the drawing board to understanding player behaviour and mechanics of a game, to the most successful branding and distribution channels, the event is the number one choice for anyone interested in learning about how to build better games for players and successfully get them distributed.

WHY ESPORTS HAS OVERTAKEN BETMARKETS



By Mark McGuinness, BetMarkets Chair

eSports or 'electronic sports' is the rapidly growing entertainment industry for competitive multiplayer online and land-based video games tournaments. Given the demographic of its fanbase, which is male dominated 18-30 year olds, it comes as no surprise that eSports is being hyped as the new betting product vertical to drive the next wave of innovation in sports betting.

Why the big fuss? Competitive video gaming isn't new. It's been around since the early 1980's when the iconic Space Invaders held the 1st large-scale video game competition for 10,000 players in the USA. Fast forward to the early nineties and advancement in technology allowed true online multiplayer capabilities. This was perhaps the seminal moment and birth of eSports, transforming the stereotypical image of a bespectacled computer nerd, eating pizza and whiling away a misspent youth in his bedroom in solitude. Multiplayer features not only provided the platform to compete, but the ability for socialization. The concept of being able to share the same interests and beliefs has resulted in vast communities numbering in the tens to hundreds of millions around one particular video game franchise.

Why should you take notice? Video gaming has done a fair amount of pivoting, over the last few years. Perhaps this quote for Neil Howe, President of Life Course Associates and leading researcher on millennials succinctly summarizes the opportunity, '**Millennials are putting [video games] at the center of their entertainment preferences, but it is a new kind of gaming that is more social, interactive and engaging**'.

Video gaming of some form pervades every facet of our digital and connected lives. It inhabits our smartphone, smartwatch, our home, our workplace and is now being introduced into our primary schools. It is, therefore, a central digital entertainment experience and economy for the ever-growing connected generation.

eSports is more than just a fad as some industry observers have mooted. It is as much a digital experience as a real-world experience. It's both digital entertainment and gambling opportunity. It has the potential to reach millions of new customers for mainstream online gaming operators.

Conversely it also has the potential to disrupt. Current gambling models have little to zero socialization and could be defined as a solitary activity. The connected generation wish instant gratification, social giving and community at the heart of their experience, which could mean traditional sports books may just have to rethink their business models to win over this new digital consumer.

MONDAY 1 FEBRUARY 2016, HIPPODROME

THE INTERNATIONAL CASINO CONFERENCE

Innovating the casino floor to drive growth, in partnership with 

09:00 ICE Conferences registration opens

10:00 Chair's opening remarks and summary of conference goals

Glenn Cezanne, Executive Director, ECA

10:15 Casino floor innovation

- Developing multi-channel convergence through supplier partnerships, server-based systems & a single view of the customer

Simon Beacham, Head of E-Gaming, Rank

10:55 Improving customer experience with innovative online services

- Introducing loyalty programmes to engage with players
- Integrating a One-wallet proposition to attract millennials
- Translating consumer data to improve customer experience

11:35 Coffee and networking break

11:50 Engaging with Millennials

- Understanding the key drivers of the next generation gambler
- Integrating social gaming into the casino floor
- Creating a bespoke model to bring millennials to the casino floor

Corey Padveen, Director, Global Social Business Strategy, t2Marketing International

12:30 Customer Management tools and innovation in CRM technology

- Analysing Customer Data to improve customer experience
- Customer development
- Engaging staff with CRM technology

13:10 ICC Lunch and networking



GLENN CEZANNE
10.00 - 2 FEBRUARY 2016

Post your thoughts, comments, ideas on ICE Conferences Idea Generation Wall
– they'll be collected for discussion during event and in a post-ICE summary

@ICE Totally Gaming, ExCel, London

MONDAY 1 FEBRUARY 2016, HIPPODROME

THE INTERNATIONAL CASINO CONFERENCE

in partnership with 

14:10 Learning from the Asian casino models about player engagement and attracting new demographics

14:30 Incorporating social gaming as player acquisition and loyalty tool - taking inspiration from successful US models

Simon Thomas, CEO, Hippodrome

Paul Mathews, Co-Founder and Chief Operating Officer, PLAYSTUDIOS

15:00 Driving harmonisation throughout Europe

- Setting the scene of what is going on in the European landscape?
- What is being done at EU level to help harmonise regulation?

Harrie Temmink, Deputy Head of Gaming Unit European Commission

15:30 The future of national cooperation in Europe on gambling?

What common ground can be found between regulators that have initiated bilateral agreements and cooperation, and where can more common ground be found?

- What opportunities can the regulatory community provide to help with technology innovation?
 - Where does it see the biggest challenges - social gaming, responsible gambling or fantasy sports?
-

16:15 Coffee and networking break

16:25 Combatting organised crime

- Where are the member states at this point in time regarding implementation of AML Directive and initiatives?
 - Understanding the FATF technical guidelines
 - What can the casino community do to help?
-

17:10 What is the appropriate response to illegal gambling operations?

- The status on addressing illegal gambling and what needs to be done.
- How can enforcement efforts be helped?
- Is there a need for stronger regulatory cooperation

Mat Wake, Detective Constable Op FALCON Gaming Unit Metropolitan Police

17:55 Chair's closing remarks and summary of key points emerging from ICE Conferences Idea Generation Wall



SIMON THOMAS
14:30 - 1 FEBRUARY 2016

MODERNISING LOTTERIES: RETAIL AND DIGITAL

sponsored by  **LOTTOTECH**
The Lottery Platform

Embedding longevity into lotteries: boosting retail sales, incorporating digital and exploring new opportunities for product and personalisation

08:00 ICE Conferences registration opens

09:00 Chair's opening remarks and summary of conference goals

Philippe Vlaemminck, Partner, Altius

09:10 Lotteries today and tomorrow: changing trends, laws and technologies

- Consumer behaviour evolution and how lotteries are responding
- Changes to gaming laws and the relationship between lotteries and the gaming industry
- Trends in acquisitions and privatisation
- Developing technology strategies

Hansjörg Höltkemeier, President, European Lottery Association, Managing Director, Deutsche Klassenlotterie Berlin

09:30 Developing innovative new products and content: strengthening lottery appeal and increasing customer spend

- Using side-bets and extended interactions to keep players engaged
- Social gaming and media as an additional product opportunity
- New products to increase lotteries' appeal to younger players
- Mitigating jackpot fatigue: non-traditional prize structures to improve engagement

Jonas Gustafson, Product Developer, Folkspel

Richard Bateson, Commercial Director and Senior Vice President – Sales and Marketing, Camelot Global

Fernando Paes Afonso, CEO, Gaming Department, and Vice President, Santa Casa da Misericórdia de Lisboa

Moderator: **Philippe Vlaemminck**, Partner, Altius



HANSJÖRG HÖLTKEMEIER
09:10 - 2 FEBRUARY 2016

MODERNISING LOTTERIES: RETAIL AND DIGITAL

sponsored by  **LOTTOTECH**
The Lottery Platform

10:10 Personalising customer experience: best practice and measuring impact

- Knowing your customer: using data to understand consumption patterns and improve sales
- Targeted and personalised communications
- Understanding how customers move between channels and relate to your brand

Jari Vähänen, Senior Vice President, Business Development, Veikkaus Oy

10:40 Audience Q&A

10:50 Coffee and networking break

11:20 Omni-channel Lottery Forum: opportunities in digital and retail

11:20 Spotlight on mobile and online

- Quantifying the impact of mobile and online lottery on your business
- Opportunities created by smartphones: bespoke apps and mobile-only games
- Translating lessons learned in online casino games into online lottery success

Martin Jekl, Managing Director, win2day

11:40 Spotlight on retail

- Making innovative use of technology to transform retail
- Opportunities and threats for retail
- Impact of retail innovation on your business

Richard Bateson, Commercial Director and Senior Vice President – Sales and Marketing, Camelot Global

12:10 Spotlight on social media and gaming

- Social media consumption and cross-over between channels
- Facebook user demographics and their lottery-based activities
- Case studies of movement between land-based and digital gaming via social media

Laura Scanlan, Client Partner EMEA Real Money Gaming, Social Casino and Lottery, Facebook

12:30 Spotlight on field activation

- Field activation and its impact on sales and acquisition

Marc Frederix, Marketing Director, Belgian National Lottery



MARC FREDERIX
12:10 - 2 FEBRUARY 2016

TUESDAY 2 FEBRUARY 2016

MODERNISING LOTTERIES: RETAIL AND DIGITAL

sponsored by  **LOTTOTECH**
The Lottery Platform

12:50 Audience Q&A

13:00 ICE Conferences lunch

14:00 Drawing together retail, digital and mobile for successful multi-channel, future-proof lotteries

- Techniques for connecting different channels
- Using retail to migrate players to an omni-channel model
- Loyalty cards, club cards and extra chance platforms

Ellen Van den Berghe, Digital Channels Manager, Belgian National Lottery

Dermot Griffin, Chief Executive, National Lottery Ireland

Laura Scanlan, Client Partner EMEA Real Money Gaming, Social Casino and Lottery, Facebook

Scott Bowen, Director, Michigan Lottery

Moderator: **Philippe Vlaeminck**, Partner, Altius

15:00 Case study from Central Europe: new market, new strategy

Wojciech Szpil, President, Totalizator Sportowy

15:30 Audience Q&A

15:45 Coffee and networking break

16:15 Social responsibility and anti-money laundering

- Preparing for lotteries' inclusion in the 4th Money Laundering Directive
- Player identification, AML processes and responsible gambling
- How changes to lottery products and processes will impact on addiction and under-age players
- Impact on consumers of KYC processes: burden or advantage?



DERMOT GRIFFIN
14:00 - 2 FEBRUARY 2016

MODERNISING LOTTERIES: RETAIL AND DIGITAL

sponsored by  **LOTTOTECH**
The Lottery Platform

Thierry Pujol, Director of Sport Integrity, Special Advisor to the President, FDJ

16:45 Strategy development – Reimagining lotteries for the digital age: overcoming disruptions and maximising opportunities

- Leveraging potential benefits of partnerships and networks
- New interfaces between retail and new digital channels or iLottery
- Mitigating losses on existing products and building new products
- Technology: developments, opportunities and pressures

Helen Taylor, Head of Eurolotto, Cherry Group

Jari Vähänen, Senior Vice President, Business Development, Veikkaus Oy

Wojciech Szpil, President, Totalizator Sportowy

Moderator: **Paul Jason**, CEO, Public Gaming Research Institute

17:30 Chair's closing remarks and summary of key points emerging from ICE Conferences Idea Generation Wall.
End of conference

“

I came to ICE because I was asked to speak. I love the event; it's a great show with lots of different stands and presentations from a wide variety of companies. It's my first time at the conference and it's full of all the best people. It's an excellent place to share knowledge across the community. Everything has been brilliant and so well organised. It's so great compared to other shows I've been to.

”

Igor Karev, CEO, Tatem Games



JARI VÄHÄNEN
16.45 - 2 FEBRUARY 2016

WORLD REGULATORY BRIEFING in partnership with IAGA

Decoding freshly regulated jurisdictions and establishing emerging markets

08:00 ICE Conferences registration opens

09:00 Chair's opening remarks and summary of conference goals

09:10 Opening address by UK Gambling Commission: One year after PoC and key developments ahead

- Update on licensing in the new regime – what the effect has been on the market performance and the key stakeholders
- Complying with security audit requirements and implementing a robust testing framework
- Implementing new requirements for customer-led reality checks
- Collaborating with content suppliers to facilitate RTS expectations and standards

Sarah Harrison, CEO, UK Gambling Commission

09:40 European Commission keynote: Remote technical standards a point of harmonisation across EU member states?

- Understanding the latest EU recommendation on technical standards
- Encouraging a cross-jurisdictional dialogue to drive technical harmonisation
- Working towards a digital single market (DSM)
- Importing and exporting technical standard best practice between EU member states

Harrie Temminck, Deputy Head of Unit, European Commission

10:10 Audience Q&A

10:20 Coffee and networking break



HARRIE TEMMINCK.
09:40 - 2 FEBRUARY 2016

WORLD REGULATORY BRIEFING in partnership with IAGA

10:50 Regulators and industry discussion: Addressing the sore points of pan-European harmonisation on the roadmap to digital single market

- Understanding the challenges of pan-European cooperation: balancing the need to harmonise for the industry's benefit with the revenue requirements in individual jurisdictions
- Assessing the remote standards harmonisation impact on progress towards a more harmonised approach – will it make any difference?
- Overview of MOUs signed so far – how effective they have been
- Industry view –ensuring compliance across many jurisdictions

Avshalom Lazar, Head of Regulatory Affairs, 888

Birgitte Sand, Director, Gambling Authority, Denmark

Juan Espinosa García, Deputy General Director of Gambling Regulation, Spain

Liv Biesmans, Director of Compliance, Unibet

11:30 Responsible Gambling focus: Creating a national and pan-European self-exclusion policy

- Pooling self-exclusion lists and its interplay with Data Protection regulations
- Deciding the body to host data

12:05 Legal, illegal, grey: Creating regulatory scheme for iGaming that will force black market out

- Understanding why un-licensed market continues in regulated jurisdictions
- Best and worst practice – review of jurisdictions
- Dos and don'ts of taxation: land-based vs. online taxation; back taxes
- Review of enforcement measures and their effectiveness

Peter Naessens, Director, Belgian Gaming Commission

12:50 ICE Conferences lunch



MICHAEL COHEN
14:00 - 2 FEBRUARY 2016

WORLD REGULATORY BRIEFING in partnership with IAGA

14:00 Gambling or not?: Defining the legal status of products at the intersection of gambling and entertainment

- Fantasy sports – in US and Europe
- eSports betting – will eSports attract regulatory scrutiny similar to social casino?
- Freemium games – understanding the interplay between social and real-money gaming
- Skill-based gaming – regulatory status of skill in gambling context
- Bitcoin and cryptocurrency

Michael Cohen, Senior Vice President, General Counsel, and Corporate Secretary, Caesars Interactive Entertainment, Inc

14:45 USA focus: Sportsbetting and iGaming – continued speculation or real chances for change?

- Prospects for legal sportsbetting and its interplay with a spectacular growth of daily fantasy sports
- Update on RAWA vs. results in NJ, DE and NV
- What new states are considering legislation: addressing key stumbling blocks, e.g. taxation in PA, poker-only approach etc.

15:30 Coffee and networking break

16:00 New markets roundtables – market entry and regulatory developments

Join the regional roundtables to get an overview of the market and regulatory/licensing requirements in the entire jurisdiction in:

- Roundtable 1: Eastern Europe: Romania, Bulgaria, Czech Republic, Lithuania and others
- Roundtable 2: Western Europe: Netherlands, Germany
- Roundtable 3: Africa: Nigeria, Kenya, Ghana, South Africa

Yahya Maikori, Partner, Allianz

- Roundtable 4: Latin America: Mexico, Colombia, Brazil
- Roundtable 5: India

Ranjana Adhikari, Director, Nishith Desai Associates

The bell will ring at 16:30 to mark the time to change for another roundtable so you have an opportunity to sit on at least two.

17:00 Country specific discussions: do you have an interest in a specific country rather than a region? This is your opportunity to join a discussion with an expert on that jurisdiction

17:30 Chair's closing remarks and summary of key points emerging from ICE Conferences Idea Generation Wall.
End of conference



YAHAYA MAIKORI
16.00 - 2 FEBRUARY 2016

TUESDAY 2 FEBRUARY 2016

DATA INSIGHT & BUSINESS INTELLIGENCE

How and why data now informs and drives competitive edge and ROI in modern gaming

08:00 ICE Conferences registration opens

09:00 Chair's opening remarks and summary of conference goals

Anton Bell, Chief Marketing Officer, BetVictor

09:15 Panel discussion: Player behaviour: Using BI and predictive modelling tools to understand players' behaviour and motivations

- How does a big win impact a player's behaviour and how does that change over time?
- Understanding the life time player value to increase the competitive value of the product; customer behaviour and insight tracking – an outline of the journey

Nick Bonney, Head of Insight, Camelot UK Lotteries Ltd

Andrew Galea, Business Intelligence Manager, Betclix Everest Group

Ellen Van Den Berghe, Digital Channels Manager, National Lottery Belgium

Moderator: **Ciara NicLiam**, Head of Casino and Games, Rank Interactive

10:00 Case study: Return on investment; how do we quantify the benefits of investing in data capture and analytics?

- How do we underpin the sign-off of investment with upfront uncertainty of the resulting business value?

Christopher Conroy, Head of Customer Data Science, Grosvenor Casinos

10:30 Coffee and networking break



NICK BONNEY
09:15 - 2 FEBRUARY 2016

DATA INSIGHT & BUSINESS INTELLIGENCE

11:00 Sharing lessons: Parallel roundtable sessions – choose one option

The Roundtable Session is an opportunity for delegates to not only get a snap shot of a broad range of current issues, but also to engage in an informal Q&A with the session leaders. The speakers will offer a 5-10 minute short introduction and update on the topic and the rest of the time will be spent answering specific questions posed by the delegates.

Option 1: Data integrity in times of omni-channel reality

- How do you aggregate data from the many channels as not all channels allow you to collect data?

Raf Keustermans, CEO, Plumbee

Option 2: Recruiting and finding the right people to work within data science teams; what do we mean by the term data scientist? How do they differ from an analyst?

- The position of the data science team now usually reports to the CEO; the challenges of organisational changes and how this affects the data scientist's role without the support function of the data team

Christopher Conroy, Head of Customer Data Science, Grosvenor Casinos

Option 3: The challenges of BI information on mobile handsets

- Tracking limitations on some mobile devices

Ellen Van Den Berghe, Digital Channels Manager, National Lottery Belgium

11:45 Predictive Modelling and Forecasting: which techniques are used to handle data and what are the experiences with predictive modelling so far

- Examples of big data analyses / processing into action - which analyses were done on which data with what technique and to what that led - extracting business value from Big Data

Philip Tuck, Head, Business Intelligence, Gaming Realms

12:30 ICE Conferences lunch

14:00 Real-time reporting – improving the time taken to get data analysed

- High volume real-time processing of large data - most BI systems do not work in real time and we are seeing an increasingly high demand from business to see what players are doing in real time as well as trends in their behaviour delivered instantly

Patrick Di Loreto, R&D Engineering Lead, William Hill



RAF KEUSTERMANS
11:00 - 2 FEBRUARY 2016

DATA INSIGHT & BUSINESS INTELLIGENCE

14:45 Panel discussion: Machine learning – moving from old static ‘models’ to growing and adaptive ones that are capable of optimising and improving with each new input that goes in

- Machine learning in visual representations: deep learning, pattern recognition, real-time marketing, personalised transaction CRM – the challenges are the huge competition for skilled practitioners, large problems implementing/scaling on gambling style transaction data. Holy grail of gaming CRM if solved well in terms of engagement and revenue potential.

Philip Tuck, Head, Business Intelligence, Gaming Realms

Raf Keustermans, CEO, Plumbee

Veronique Deconinck, Manager - Integrated Digital, Social and Content Strategy, National Lottery Belgium

Michelle Lahert, Director of Operations Finance & Business Intelligence, Genting UK

Moderator: **Ciara NicLiam**, Head of Casino and Games, Rank Interactive

15:30 Coffee and networking break

16:00 Platform integration between BI, CRM, adserver, analytics - every software house promises it but has anyone really been able to deliver it?

- BI - CRM integration: The real challenge to integrate different platforms under a unified customer centric strategy

Simon Gatenby, Director of CRM and Customer Insight, William Hill

16:45 Marketing Channels Attribution Modelling – what can we consider today?

- The attribution model: the gambling industry is still heavily relying on the “last click” model, but the rest of the digital world is evolving towards more complex, and more accurate, models. The challenge is how to correlate EVERY activity of a player with his/her behaviour on other sites.

Aaron O’Sullivan, Head of Digital Marketing, Rank

17:10 Responsible gambling: problem gambling and identifying the markers of harm using prediction analysis and algorithms

- How can we use data to take a more hands-on approach to spotting problem gamblers?

Graham Weir, Head of Responsible Gambling, Ladbrokes

17:30 Chair’s closing remarks and summary of key points emerging from ICE Conferences Idea Generation Wall. End of conference



GRAHAM WEIR
17:10 - 2 FEBRUARY 2016

CROSS-PLATFORM & MULTI-CHANNEL GAMING

Integrating all channels around the player

08:00 ICE Conferences registration opens

09:00 Chair's opening remarks and summary of conference goals

09:10 Device innovation: new devices that will transform how the industry bets – what is the next big jump?

- Oculus Rift to Apple Watch - what are the implications for the gambling industry?
- Adapting and strategizing around the changes
- Who will be the winners and the losers of the mobile gaming market?

15 minute presentations followed by Q&A with the audience

Shay Segev, Chief Strategy Officer, Gala Coral Group

Finbarr Joy, CTO, William Hill

09:50 Disruptions debate: what new gaming formats and business models are changing the way we understand mobile entertainment?

Panel Q&A followed by audience debate

- Mobile technology, internet services, wearable devices
- How is the gambling industry reacting to new device innovations?
- What devices and OSs should you prioritise now and into the next 6-12 months?
- How will you launch quality product fast onto the market on new devices, stealing market share?
- How do you predict and react to these new platforms?
- How do you deal with and deliver new solutions with relatively low hassle to the customer
- Figuring out the apps for the devices once they are already on the market
- Delivering the right message at the right time

Shay Segev, Chief Strategy Officer, Gala Coral Group

Cianan Clancy, Global Innovation Strategy Manager, Paddy Power

Robert Smith, Head of New Channels, Unibet

Moderator: **Liam Barbour**, Head of Sports Product, Betfair

**Don't miss our annual
Quickfire Operator
Challenge session**

TUESDAY 2 FEBRUARY 2016

CROSS-PLATFORM & MULTI-CHANNEL GAMING

10:40 Coffee and networking break

11:10 Case study: Paddy Power on Apple Watch

Your chance to hear from the latest and greatest innovations in devices and mobile platforms. Gain a better understanding of how you can adapt and evolve your strategies to keep up

Cianan Clancy, Global Innovation Strategy Manager, Paddy Power

11:45 Panel discussion: should we go down the route of a universal app platform?

- Where are we on the platform convergence journey?
- How has the customers' relationship with their devices and the experience expectations changed?
- Supporting screen sizes and providing flexibility in interaction models
- What are the costs and user experience implications for one app across all devices?
- Driving scale through reach across device type
- Delivering unique experiences
- Maximizing developer investments

Pascal Brouet, Innovation Director, Betclie Everest Group

Finbarr Joy, CTO, William Hill

Paul Shang, Head of Multichannel, Ladbrokes

Turlough Lally, Director of Mobile, BetVictor

Moderator: **Charles Palmer**, FSi8 – Beijing

12:30 ICE Conferences lunch

14:00 Welcome back – Afternoon Chair

Fintan Costello, Managing Partner, Revenue Engineers



TURLOUGH LALLY
11.45 - 2 FEBRUARY 2016

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@ICE Totally Gaming, ExCel, London

CROSS-PLATFORM & MULTI-CHANNEL GAMING

14:05 Panel discussion: marketing for mobile - how do you retain customers and drive new players into the business across games, across devices and across modes of play?

- What kind of features can help hold the players' attention span and mitigate boredom?
- What are the best tools out there for mobile acquisition?
- Dealing with the affiliate challenge
- How do you improve the stickiness of games?
- How do player habits vary by device? Game session length, times, stake sizes
- How do you ensure a seamless experience across devices?

Richard Lee, Mobile Marketing Manager, Unibet

Hanna Forsström, Head of Games, Digital Channels, Finland's Slot Machine Association, Raha-automaattiyhdistys

Marc Frederix, Chief Players & Markets Officer, Nationale Loterij

Shaz Mirza, Director of Mobile Services, PokerStars

Moderator: **Tom Galanis**, iGaming Marketing Consultant

14:45 Panel discussion: is there a disadvantage of not being an omni-channel company?

- How do you develop a cross-platform, multi-channel eco-structure to improve revenues and offer seamless game-play across devices?
- How do platforms need to become more mobile friendly?
- How to improve revenues by driving players into one place?

Ciara NicLiam, Head of Casino and Games, Rank Group PLC

Robert Smith, Head of New Channels, Unibet

Paul Shang, Head of Multichannel, Ladbrokes

Claire Barry, Head of Digital Strategy & Planning, Camelot

Moderator: **Tom Galanis**, iGaming Marketing Consultant

15:30 Coffee and networking break



SHAZ MIRZA
14.05 - 2 FEBRUARY 2016

**Don't miss our annual
Quickfire Operator
Challenge session**

CROSS-PLATFORM & MULTI-CHANNEL GAMING

16:00 Panel discussion: how do you use social platforms to push the brand and differentiate yourself?

- What are the challenges for real-money play on social platforms?
- What new devices add multi-screen value to the player?
- How to make the best use of these platforms in the most cost effective way?
- The role of playful content – the intersection between social media and gambling

Boaz Levin, EVP, Caesars Casino GM, Playtika

Ali Parr, Head of International Platform Partnerships, Twitter

Moderator: **Chris Harrison**, Industry Manager, Google

16:45 Quick-fire operator challenge

A panel of operators discuss the top 5 iGaming challenges and the innovative solutions proposed by the industry. Suppliers have the opportunity to submit proposals to address a particular challenge in cross-platform, multi-channel gaming. 5 will be selected and they will each have 3 minutes to present to our panel of operators who will comment live at the show!

Pascal Brouet, Innovation Director, Betclac Everest Group

Cianan Clancy, Global Innovation Strategy Manager, Paddy Power

Ciara NicLiam, Head of Casino and Games, Rank Group PLC

17:45 Chair's closing remarks and summary of key points emerging from ICE Conferences Idea Generation Wall.
End of conference.



CHRIS HARRISON.
16.00 - 2 FEBRUARY 2016

**Don't miss our annual
Quickfire Operator
Challenge session**

● GAME DESIGN & DEVELOPMENT

Making game development more dynamic; harnessing innovation, trust, and customer psychology to make gains in market penetration

08:00 ICE Conferences registration opens

08:30 Pre-conference briefing: what would you like to get out of today's conference?

Follow our Game Design & Development timeline - Post your goals and discussion points on the ICE Conferences Idea Generation Wall

09:00 Chair's opening remarks and summary of conference goals

George Zaloom, CEO, Las Vegas Whaling Company

09:15 The art of successful design and development: understanding what operators really want from the games their suppliers deliver

- What are the key characteristics of a really successful game?
- What are the mechanics of games that create a truly immersive user experience?
- How to continually create exciting, fun and highly engaging content?

Dominic Bourke, Head Of Casino & Games, BetClic Everest Group

09:45 Panel discussion: back to the drawing board - building a stand-out game in a highly competitive environment

- What theme to choose, brands or generic?
- What demographic should you choose?
- How to stand out from your competitors in a highly saturated market?
- How do you brand something that will essentially look the same as the competition?
- Do you go with the old aggregator model or direct integration to smaller suppliers?
- Should you go exclusive? What are the opportunity costs?

Steve Calvert, Head of Studio, Endemol Gaming

Dominic Bourke, Head Of Casino & Games, BetClic Everest Group

Simon Hammon, Chief Product Officer, NetEnt

Moderator: **George Zaloom**, CEO, Las Vegas Whaling Company



GEORGE ZALOOM
09.00 - 3 FEBRUARY 2016

Follow our Game Design and Development time line from the drawing board to distribution

GAME DESIGN & DEVELOPMENT

10:30 Coffee and networking break

11:00 Player insight: understanding player behaviour

- What motivates a player? What are the differences in mentality between a gamer and a gambler?
- Creating the journey and the complete detachment that players seek
- How do attention spans differ – what features create stickiness of games?
- What are the characteristics of games that allow the player to completely detach from the real world?
- Building a fan base beyond acquisition

11:30 Game to Watch Competition 2016 – Established Game Developers Session

Our annual Game to Watch competition is back! We'll unveil the hottest games ready to make a big impression in the market in 2016.

Established developers will reveal their latest and greatest games before a panel of operators and platforms. Entrance opens in November and a short list of 5 game developers will be unveiled closer to the show!

Yariv Lavi, Director, Business Development, 888 Holdings

Shane Stafford, Creative Director, Paddy Power

Mark Clohessy, Casino and Games Product Manager, Betclix

Liam Ford, Chief Product Owner, Gamesys

Moderator: **George Zaloom**, CEO, Las Vegas Whaling Company

12:20 ICE Conferences lunch

14:00 Welcome back – Afternoon Chair

Axel Gutschenreiter, Independent Game Designer



SHANE STAFFORD
11:30 - 3 FEBRUARY 2016

Follow our Game Design
and Development time
line from the drawing
board to distribution

GAME DESIGN & DEVELOPMENT

14:15 Panel discussion: game mechanics and math to build a highly motivational user experience

- Creating good game mechanics – why is this a tough nut to crack?
- Examining the effectiveness of game design approaches
- Mechanics to capture the attention of your audience
- How to design for emotions?
- Bringing social gaming mechanics into gambling
- Hitting the right mix of interesting game mechanics, time pressure and an emotionally compelling story
- Matching game mechanics to theme and art
- Math vs. game design: how important is it that they compliment each other in building a good game?

Shane Stafford, Creative Director, Paddy Power

Joe Kisenwether, Mathematician & Independent Consultant

Edgar Pau, Mathematician & Independent Consultant

Leo Larsson, Mathematician and Independent Consultant

Moderator: **Axel Gutschenreiter**, Independent Game Designer

14:45 Distribution and monetization: smart distribution and leveraging social media

- Tapping into the massive digital games opportunity
- Building the right partnerships and choosing the right distribution platforms
- Reach your respective audience and scaling your business goals
- Can real money gambling and social gaming converge to work together as one?
- What is the difference between social, free-play and real money players?
- 'Gamblification' the intersection of social media and gambling
- Core social features in game design to engage, monetise and gain retention of customers
- Fans and freemium moving forwards

Boaz Levin, EVP, Caesars Casino GM, Playtika

Follow our Game Design
and Development time
line from the drawing
board to distribution

WEDNESDAY 3 FEBRUARY 2016

GAME DESIGN & DEVELOPMENT

15:15 Small studio spotlight

We interview a small studio about the trials and tribulations of running a small studio whilst remaining creative and being successful.

Maxwell Scott-Slade, Game Design Director, GLITCHE.RS

15:45 Coffee and networking break

16:15 Game to Watch Competition 2016 – Indie Game Developers Session

Our annual Game to Watch competition is back! We'll unveil the hottest games ready to make a big impression in the market in 2016.

Indie developers will reveal their latest and greatest games before a panel of operators and platforms. Entrance opens in November and a short list of 5 game developers will be unveiled closer to the show!

Mark Clohessy, Casino and Games Product Manager, Betclix

Yariv Lavi, Director, Business Development, 888 Holdings

Hans Elias, Head of Games Studios, Gamesys

Robin Ramm-Ericson, Executive Chairman, Co-founder, LeoVegas Mobile Gaming Group

Moderator: **Axel Gutschenreiter**, Independent Game Designer

17:15 Chair's closing remarks and summary of key points emerging from ICE Conferences Idea Generation Wall.
End of conference



ROBIN RAMM-ERICSON
16:15 - 3 FEBRUARY 2016

Follow our Game Design
and Development time
line from the drawing
board to distribution

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BETMARKETS in partnership with **SBCNEWS**
VOICE OF THE SPORTS BETTING INDUSTRY

Redefining the sportsbetting landscape for the future and targeting the next generation of new markets: capitalising on the growth of eSports and other non-traditional betting

08:00 ICE Conferences registration opens

09:00 Chair's opening address

Mark McGuinness, eSports Digital Betting & Gaming Director, Mainstream Marketing and Communications

09:10 Understanding the changing digital gaming market and likely impact on sportsbooks

- Predicting the gamers of the future and how preferences are changing
- Trends in technology and the relationship between gamers and operators: shifts in mobile, social and online gaming
- How will the shift towards consumer-generated content impact on sportsbooks?
- Opportunities for future innovation: new product verticals and a new demographic of bettors
- Identifying geographical opportunities

Stuart Tilly, CEO and Founder, FLIP Sports, CEO, Founder, iGaming Counsel, Co-Founder, International Social Games Association

Patrick Jay, Partner, Regulus Partners

Steen Madsen, Sportsbetting Consultant, Nederlandse Staatsloterij and De Lotto

Moderator: **Mark McGuinness**, eSports Digital Betting & Gaming Director, Mainstream Marketing and Communications

09:50 Regulatory briefing: incorporating new product categories into jurisdictional legislation

- Understanding current regulatory landscape for sportsbetting
- Defining and classifying virtual, fantasy and e-Sports to build appropriate regulation
- Inclusive and exclusive regulatory frameworks: jurisdictional barriers and opportunities
- Protecting players: what can be done to mitigate risk to under-age players

Maarten Haijer, Secretary General, EGBA

Representative confirmed, Gambling Commission

Yvon Jansma, Director, Dutch Responsible Gaming Centre

Sven Vervloet, SPOC Betting/License Department, Belgian Gaming Commission

Moderator: **Reuben Portanier**, Founder and Executive Advisor, Avviza – Gaming Advisory



STEEN MADSEN
09:10 - 3 FEBRUARY 2016

BETMARKETS in partnership with **SBCNEWS**
VOICE OF THE SPORTS BETTING INDUSTRY

10:30 Coffee and networking break

11:00 Fireside chat: An ABC(D) of eSports

- Defining eSports: what, where, who, why and how?
- Understanding market size and structure and anticipating future growth
- Assessing risks and opportunities for eSports gambling
- Synergies and differences between eSports and social/mobile gaming
- Legal 101 of eSports regulation

Anna Baumann, Researcher, University of Bremen

Peter Warman, Co-founder and CEO, NewZoo

Jas Purewal, Lawyer, Purewal and Partners

11:25 Interview – A new target audience generating their own content: understanding the player profile and the product offering they want

- Who are eSports fans and why are they so passionate about competitive gaming?
- What do eSports consumers want from betting operators?

Nathan 'NBK' Schmitt, Gamer, Counterstrike: Global Offensive

Chris Harley, Business Development, Asian Logic (Dafabet)

Interviewer: **Wouter Sleijffers**, CEO, Fnatic

11.45 Practical considerations for building an eSports gambling business

- Obtaining data to support your product, translating data into odds and effective risk management
- How and why marketing and bet placement mechanisms for eSports should be handled differently from your standard sportsbook
- Using entertainment gaming as an acquisition tool for new bettors
- Possible benefits of eSports partnerships – publishers, channels, players and developers
- Technical challenges: engaging developers and selecting suppliers

Marco Blume, Marketing Director, Pinnacle Sports

Jens Nielsen, Sports Betting Manager, Danske Spil

Jas Purewal, Lawyer, Purewal and Partners

Auguste 'Semmler' Massonnat, Room on Fire

Moderator: **Mark McGuinness**, eSports Digital Betting & Gaming Director, Mainstream Marketing and Communications



RAHUL SOOD
12:30 - 3 FEBRUARY 2016

12:30 The convergence of eSports, video games and betting

Rahul Sood, CEO, Unikrn

13:00 ICE Conferences lunch

14:00 Betting integrity and match fixing in new markets: regulations and responsibilities in an Olympic year

- UK's Sports Betting Integrity Action Plan
- Working with relevant organisations to define and address integrity challenges
- Potential for future legislative developments
- Who must be involved in the pursuit of integrity in new markets including eSports?

Lorraine Pearman, Betting Integrity Programme Lead, Gambling Commission

Thierry Pujol, Director of Sports Integrity, Special Advisor to the President, FDJ

Sarah Lacarrière, General Secretary, Global Lottery Monitoring System

Kristof Szucs, Gaming and Sport Integrity Consultant

Eric Konings, Sports Betting Integrity Officer, Unibet

Moderator: **Mike O'Kane**, Chairman, ESSA, Business Director, Ladbrokes

14:45 New channels for new consumers: mobile, online and in social media to streamline customer experience and improve access

- Maximising opportunities and overcoming challenges in mobile
- Social media strategies: engaging sports fans to boost betting activity
- Streamlining customer experience through different channels
- Public perception of android app availability and payment security

Declan Kelleher, Head of Betting, Beanbag Sports

Keith O'Loughlin, Sportsbook Director, Gala Coral Interactive

Rolf Slotboom, Marketing Manager, Dutch Responsible Gaming Centre

15:30 Coffee and networking break



THIERRY PUJOL
14.00 - 3 FEBRUARY 2016

BETMARKETS in partnership with **SBCNEWS**
VOICE OF THE SPORTS BETTING INDUSTRY

16:00 Maximising betting opportunities for virtual sports

- Mapping the market geographically: identifying innovation and growth
- Showcasing potential of virtuals to transform your business: stories of success
- Creating connections between virtuals and traditional sportsbetting
- Overcoming challenges of virtuals in retail operations

David Henwood, Director, H2 Gambling Capital

Chirag Desai, Head of Sportsbook Delivery, Gala Coral Interactive

16:45 Future of fantasy sports in Europe: growth, opportunity, and management of skill level

- Tracking progress of fantasy sportsbetting in Europe
- Understanding the relationship between sportsbetting and fantasy sports
- Mapping the regulation landscape: barriers and incentives to market entry
- Anticipating the future of Daily Fantasy Sports as regulation develops
- Will fantasy sports suffer from the same impact of skilled players as the poker market?

Joe Brennan, CEO, Fast Fantasy

Shergul Arshad, CEO and Founder, Mondogal

Stuart Tilly, CEO and Founder, FLIP Sports, CEO and Founder, iGaming Counsel and Co-Founder, International Social Games Association

Seth Young, Chief Operating Officer, Star Fantasy Leagues

Moderator: **Mark McGuinness**, eSports Digital Betting & Gaming Director, Mainstream Marketing and Communications

17:30 Chair's closing remarks and summary of key points emerging from ICE Conferences Idea Generation Wall.
End of conference



SHERGUL ARSHAD
16.45 - 3 FEBRUARY 2016

WEDNESDAY 3 FEBRUARY 2016

CYBERCRIME, SECURITY & REGULATORY COMPLIANCE

in partnership with  **GAMSHIELD** sponsored by  **OPTIMAL**
PAYMENTS

Engaging with the 4th AML Directive and new Data Protection Regulation and embedding cybersecurity in your business

08:00 ICE Conferences registration opens

09:00 Chair's opening remarks and summary of conference goals

Tina Draper, Chair, Gamshield

09:10 Brief introduction to the European Commission Digital Single Market Strategy: impact on the gaming industry and e-commerce law harmonisation

Monica Monaco, Founder and Managing Director, TrustEu Affairs

09:30 4th EU Money Laundering Directive update

- Examining changes in money laundering within the gambling industry
- How will EU legislation respond to market and technological trends?

Pierre Tournier, Director of Government Relations, Remote Gambling Association

09:50 Impact of 4th Money Laundering Directive on UK operators

- Implementation of the Directive and its expansion to cover all gambling services
- UK regulation: Gambling Commission's approach and expectations
- How will betting shop and horseracing regulation affect the sectors?
- How can operators prepare for 2017 implementation?

Tim Tyler, Senior Manager, AML Lead, Gambling Commission

Mehnaz Ahmed, Policy Advisor, EU Anti-Money Laundering, HM Treasury

Dr Jason Lane, Chief Executive, Jersey Gambling Commission, Chairman, Gaming Regulators European Forum

Neil Lambert, Group Money Laundering Reporting Officer, William Hill

William Price, Head of AML and Counter Terrorism Financing, Ladbrokes

Trevor De Giorgio, Head of International Legal Compliance, Greentube



TINA DRAPER
09:00 - 3 FEBRUARY 2016

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WEDNESDAY 3 FEBRUARY 2016

CYBERCRIME, SECURITY & REGULATORY COMPLIANCE

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First Protection for Online Gaming and Gaming

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10:20 Coffee and networking break

10:50 Tips and tricks for identifying and preventing fraud

DS Gavin Burton and **DC David Knowles**, Amberhill False Identity Team, Organised Crime Command, New Scotland Yard

11.15 KYC and enhanced CDD under the Directive: how much is enough?



- Implementing the 2000 limit
- Determining responsibility for CDD
- Impact of technology: biometrics, e-identification, identity theft
- Due diligence for suppliers, affiliates and junkets
- Politically Exposed Persons

David Schollenberger, Partner, Head of Gaming and Leisure, Healys

Roy Ramm, Managing Director, ExtraYard Limited

DS Gavin Burton and **DC David Knowles**, Amberhill False Identity Team, Organised Crime Command, New Scotland Yard

Scott Olson, VP Product, Iovation

11.50 Practical guide to fraud prevention: hacking and data-breach case studies



Don Bush, Vice President, Marketing, Kount

12:20 Data Protection Regulation and AML

- Examining impact of European Data Protection Regulation
- Consent and the right to be forgotten
- Building robust data integrity and security processes to protect against hacking
- Data protection vs compliance: do objectives conflict?

Christina Thakor-Rankin, 1710 Gaming Ltd

Michael Mrak, Head of Data Privacy and Anti-Money Laundering, Casinos Austria

Richard Johnson, Chief Information Security Officer, William Hill

Garreth Cameron, Group Manager – Business & Industry, Information Commissioner's Office

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CYBERCRIME, SECURITY & REGULATORY COMPLIANCE

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13:00 ICE Conferences Lunch

14:00 Round-table discussions – working together as an industry to share data and tackle cybercrime.

Discuss:

- Challenges of information sharing
- Technology and structures necessary to facilitate data sharing
- What can legally be achieved within legislation?
- How can the gaming industry work better with financial institutions?

Moderators:

Philip Taylor, In-house Counsel, Alderney Gambling Control Commission

Tina Draper, Chair, Gamshield

Jason McGinty, Operations Manager, Payments & Fraud, BetVictor

Tatiana Alviti, Head of Player Services, Lottomatica

14:35 Feedback session: how can the gaming industry work better together to tackle cybercrime?

14:55 Defining and embedding a risk-based approach

- Risk-based approach under the AML Directive: liabilities and requirements
- Resourcing your business appropriately
- Certification and standards to evidence compliance
- Risk-based vs evidence-based approaches

Dan Whitlam, Head of Fraud & Risk, Sky Betting & Gaming

Philip Taylor, In-house Counsel, Alderney Gambling Control Commission

Daniel Brättemark, Lead Compliance Manager, Paf

Reuben Portanier, Founder and Executive Advisor, Avviza – Gaming Advisory



REUBEN PORTANIER
14:55 - 3 FEBRUARY 2016

WEDNESDAY 3 FEBRUARY 2016

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15:35 Coffee and networking break

16:00 Responsible gambling, cybercrime and the Proceeds of Crime Act

- Understanding links between responsible gambling and AML
- Responding to the social responsibility code of LCCP
- Customer identification and KYC: preventing fraud and ensuring responsible gambling

Richard Wade, Director of Compliance and Responsible Gambling, Rank Group

16:15 Future payments: technological advancements and security issues

- Wireless and NFC payments
- Cryptocurrencies
- Mobile and credit card payments
- AML processes and payments

Peter Howitt, Chief Executive, Gibraltar Betting & Gaming

Tatiana Alviti, Head of Player Services, Lottomatica

Markus Schulz, Global Head FCC Controls, Group Financial Crime Compliance, Standard Chartered Bank and Advisory Board Member, ACAMS

Scott Olson, YP Product, Iovation

16:45 Operator challenges, supplier solutions

Operators determine their top 3 challenges in tackling cybercrime. Suppliers present solutions for scrutiny.

Daniel Brättemark, Lead Compliance Manager, Paf

William Price, Head of AML and Counter Terrorism Financing, Ladbrokes

Jason McGinty, Operations Manager, Payments & Fraud, BetVictor

17:30 Chair's closing remarks and summary of key points emerging from ICE Conferences Idea Generation Wall.
End of conference



RICHARD WADE
16:00 - 3 FEBRUARY 2016

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THURSDAY 4 FEBRUARY 2016

CYBERCRIME, SECURITY & REGULATORY COMPLIANCE

Workshop led by



Add-on workshop - Attendees of the Cybercrime, Security & Regulatory Compliance conference have priority to attend

10:00 – 12:00 Introduction to forgery and counterfeiting techniques

New Scotland's Yard's forgery/counterfeit documents section will provide an interactive insight into the world of the counterfeiter, how documents are obtained and made, why they're used and how to spot them and assist law enforcement with preventing fraud

DS Gavin Burton and **DC David Knowles**, Amberhill False Identity Team, Organised Crime Command, New Scotland Yard



The last three days have been exceptional and the best that I have experienced since the outset of what is now the biggest show in the world.



David Orrick, Novomatic

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- Welcome the World's top gaming influencers to view your brand
- Showcase partnerships and forge new collaborations
- Align your brand to a particular topic
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