

AGENDA PREVIEW

AGENDA SPONSOR



More info @ www.bofcon.com



TUESDAY

16:00 - 20:00

Pre-registration at [Frankie's Bar](#), the Trustly Bar

18:00 - 00:00

Networking Drinks & Food at [Frankie's Bar](#), the Trustly Bar



WEDNESDAY – CONFERENCE DAY 1

08:30

Registration Open

09:00 - 19:00

Exhibition Open

10:00 - 17:30

Leadership & Vision (Track 1)

10:00 - 17:30

Betting on Innovation (Track 2)

10:00 - 17:30

Betting on Marketing (Track 3)

10:00 - 17:30

PaymentExpert Forum (1-Day Expert Forum)

16:00 - 18:30

Networking Drinks in Exhibition Area

17:00 - 18:00

Stadium Tours of Stamford Bridge

18:00 - 20:00

Networking Drinks at [Frankie's Bar](#), the Trustly Bar

20:00 - 02:00

Official Party at [Namco Funscape London](#) (Next to London Eye)



THURSDAY – CONFERENCE DAY 2

08:30

Registration Open

09:00 - 17:30

Exhibition Open

10:00 - 17:30

Global Markets (Track 1)

10:00 - 17:00

The Science of Compliance (Track 2)

10:00 - 17:00

Product in Focus (Track 3)

10:00 - 17:30

Digital Marketing Forum (1-Day Expert Forum)

10:00 - 17:30

Sponsorship Forum (1-Day Forum, Invitation Only)

16:30 - 17:30

Stadium Tours of Stamford Bridge

17:00 - 20:00

Networking Drinks at [Frankie's Bar](#), the Trustly Bar

20:00 - 03:00

Closing Party at [Mahiki Kensington](#)



FRIDAY

10:00 - 13:00

Casual Networking

FURTHER DETAILS

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

IF YOU NEED ANY FURTHER DETAILS PLEASE CONTACT:

Paul Mills, Chief Operating Officer, SBC, paul@sbcgaming.com, +44 (0) 778 840 5551
Andy McCarron, Managing Director, SBC, andy@sbcgaming.com, +44 (0) 778 231 1768
Rasmus Sojmark, Founder / CEO, SBC, rs@sbcgaming.com, +44 (0) 789 049 5353

LEADERSHIP & VISION

CONFERENCE ROOM 1

10:15 – 11:00

PEAK BETTING – ARE ECONOMIES OF SCALE CAUSING STAGNATION?

Has betting become too formulated in its approach to meeting consumer and market scale demands? As European markets enter their 'peak betting phase', can bookmakers rely upon current enterprise models to compete and develop further market growth, or has betting become ultimately regimented?

SPEAKERS

Marco Blume, Director of Trading, Pinnacle Sports
Guy Harding, Head of Commercial, OddsChecker
Keith O'Loughlin, SVP – Sportsbook and Platforms, SG Digital
Jari Vähänen, SVP International Business Development, Veikkaus Oy

MODERATOR

Jake Pollard, Communications and content consultant

BETTING ON INNOVATION

CONFERENCE ROOM 2 DRAKE SUITE

10:15 – 10:40

PRESENTATION

SPEAKERS

BETTING ON MARKETING

CONFERENCE ROOM 3 HARRIS SUITE

10:15 – 11:00

VAR: AN OPPORTUNITY OR HINDRANCE TO THE GROWTH OF IN-PLAY BETTING?

It has been confirmed that VAR will make its long awaited debut in the English Premier League next season. With many fearful the technology could affect the fast-paced nature of the English game, we consider the impact the video intervention could have on the evolution of in-play betting.

SPEAKERS

Jeevan Jeyaratnam, Head of Compilation, Abelson Odds
Rory Campbell, CEO, C&N Sporting Risk
Joe Petyt, Head of In Play Football, Sky Bet
Warren Llambias, Managing Director, RedZoneSports

MODERATOR

Lee Richardson, CEO, Gaming Economics

Payment Expert Forum

CONFERENCE ROOM 4 HOLLINS SUITE

10:40

CHAIR'S OPENING REMARKS

Samuel Barrett, Director of Gaming & Payment Specialist, Trustly

10:50 – 11:30

APPROACH WITH CAUTION: INTERPRETING THE US WIRE ACT!

2018's repeal of federal PASPA laws, has led to the US market becoming betting's clear and present opportunity for growth. However, whilst PASPA has been rescinded, online betting and its financial stakeholders are still anchored to the legacy mandate of 1961 Interstate Wire Act.

SPEAKERS

Chris Smart, SVP Global Gambling & FX Sectors, Emerchantpay
Bryan Blake, CEO, Hexopay

11:30 – 12:10

IS MOBILE THE ONLY WAY IN AFRICA?

Do betting incumbents understand the core drivers, motivations and trends of African consumers, who choose mobile platforms as their preferred banking options ignoring standard norms? For fast growth African markets, are legacy payment processing structures of any value, or should incumbents simply focus on mobile transactions?

SPEAKERS

11:00 – 11:20 REFRESHMENT BREAK

11:20 – 12:05

BETTING SHOPS – A NEW APPROACH NEEDED

Taxes are increasing, betting products are being restricted, running cost continue to climb, so what can be done in the retail betting environment? Can they be more efficient or is a new approach needed?

SPEAKERS

Jens Nielsen, Sports Betting Director, Danske Spil
Ben Keith, CEO, Star Sports
Wayne Stevenson, Director, Corbett Sports
Troy Cox, Chief Commercial Officer, SKS365

MODERATOR

Alan Pepperell, Head of Retail, Racing Post

11:20 – 11:50

MAXIMISING IN-PLAY BETTING BEHAVIOUR THROUGH PERSONALISATION

In-play messaging creates a raft of new data points to understand customer behaviour. As events alter and odds change, in-play messaging provides operators with new opportunities to segment customers against markets to drive more intelligent betting choices, and improve the customer experience.

SPEAKERS

Brendan O'Kane, Founder & CEO, OtherLevels

11:50 – 12:20

IDENTIFYING AT-RISK GAMBLING BEHAVIOURS USING PREDICTIVE MODELING

Practicing social responsibility: Modelling techniques to help detect problematic gambling behavior at an early stage, in order to take action before problems begin to manifest themselves.

SPEAKERS

Motti Colman, Director of New Business, Optimove

11:20 – 12:05

AFFILIATE CEO PANEL – SELF REGULATING ESSENTIALS

With affiliates being pulled into the social responsibility of operators, what can they do to effectively make themselves safe? Can the sector stave off formal regulation or is it too immature?

SPEAKERS

Jesper Soegaard, CEO, Better Collective
David Da Silva, CEO, EasyOdds
Richard Moffat, CEO, OLBG

MODERATOR

Lee-Ann Johnstone, CEO, Affiliate Insider

LEADERSHIP & VISION

CONFERENCE ROOM 1

12:05 – 12:50

CAN NEW BRANDS COMPETE WITHIN SATURATED FOOTBALL BETTING MARKETS?

Football betting represents the sector's toughest proposition. However, new incumbents believe that they can effectively compete against and take market-share of established players. What do new incumbents really bring to the sector's football scene in 2019, and what has been learnt from past costly failures such as Sun Bets?

SPEAKERS

Sadok Kohen, CEO, BetBull
Adam Wilson, Co-Founder, Bookee
Phillip Wilson, COO, Carousel Group
Stuart Tilly, CEO, Argyl Entertainment

MODERATOR

Tom Washington, Head of PR & Communications, Betgenius

BETTING ON INNOVATION

CONFERENCE ROOM 2 DRAKE SUITE

12:20 – 12:50

UTILISING FOOTBALL BRANDS TO APPEAL TO THE MASSES

Are the same consumers simply being shuffled around between different organisations? Differing from the norm and capturing the next big fish are common dilemmas often facing operators, but finding a simple easy solution has left many an individual scratching their heads.

SPEAKERS

Thomas Koller, Managing Director, Friends4media

BETTING ON MARKETING

CONFERENCE ROOM 3 HARRIS SUITE

12:05 – 12:50

ELEVATING PERSONALISATION AND PROMOTIONS

In recent times the growth of the "RequestaBet" has been exponential. It has allowed operators to add an extra layer of personalisation their sportsbook offering. What are the next stages of growth for RAB type markets and how can operators further personalise their sportsbooks?

SPEAKERS

Mike White, Head of Football, Sky Bet
Damien Evans, Founder & CEO, Graphyte AI
Alexis Murphy, CEO, BetFirst

Payment Expert Forum

CONFERENCE ROOM 4 HOLLINS SUITE

12:10 – 12:50

BREXIT DIVORCE PROCEEDINGS – ARE INTERCHANGE RATES AND PSD3 THE LEAST OF OUR WORRIES?

As the UK proceeds with its Post-Brexit transition, 2019 will see the European Union continue to emphasise its agenda on improving digital consumer standards and protections.

SPEAKERS

Charmaine Hogan, Former International Business Development, Bet365 & European Commission
Matthew Harrod, VP Europe, Processing.com
Richard Leather, Chief Content Officer, ComplianceOnline

12:50 – 14:00 LUNCH

12:50 – 14:00 LUNCH

14:00 – 14:45

SPONSORSHIP & ADVERTISING – HOW MUCH IS TOO MUCH?

The saturation of football-betting marketing, sponsorships and advertising has led to political and media criticism of the industry. Furthermore, leadership details that bookmakers maybe losing the public's trust.

SPEAKERS

Martin Lycka, Director of Regulatory Affairs, GVC Group
Mark Davies, Global Head of Partnerships, Swansea City
Philip Canavan, Director, SEM Global
John Hagan, Chair, Industry Group for Responsible Gambling (IGRG)
Francesco Gaziano, Chief Marketing Officer, SKS365

MODERATOR

David Clifton, Partner, Clifton Davies

14:00 – 14:30

HOW AUTOMATED DATA COLLECTION IS BRINGING INNOVATION TO LIVE BETTING

The development of new technologies in recent years, especially in the field of computer vision and artificial intelligence, has open the door to real-time and automatic data collection directly from any broadcasted football match. From live match visualization to automatic generation of live odds, we take a close look at how the previously unavailable tracking data is bringing innovation to live betting.

SPEAKERS

Charles Montmaneix, COO, SkillCorner
Morgan Jacquin, Head of Business Development, SkillCorner

14:00 – 14:45

LOYAL SUBJECTS – HOW CAN A BRAND KEEP ITS PLAYERS ONSIDE?

In an age where everyone is price sensitive, and shopping around is standard, how can bookmakers generate some brand loyalty? Is customer service an effective differentiator or do customers jump ship for an extra percentage point?

SPEAKERS

Josh Linforth, Business Development Director – Digital Marketing, Betgenius
Dan Towse, Head of Brand, Marathonbet
Carmelo Mazza, CEO, OIA Services/Betaland
John Gordon, CEO & Co-Founder, Incentive Games

MODERATOR

David Cooper, Director, Odds On Marketing

14:00 – 14:40

THE OPERATOR VIEW OF THE PAYMENT INDUSTRY

SPEAKERS

Isabelle Delisle, Head of Group Payments, Pinnacle
Rahul Das, Head of Payments, William Hill
Ciaran Carr, Payments Manager, Paddy Power Betfair

MODERATOR

Vasilije Lekovic, Director of Gaming Accounts, Trustly

14:40 – 15:10

IDENTITY CRISIS – HOW IS THE INDUSTRY MEETING TIGHTER AMLD RULES?

2018 saw the industry marred by a number of high coverage compliance failures. The record penalties sanctioned by the UKGC point towards a failure by bookmakers and gambling operators to interact appropriately with their customers, and follow UK credit procedures.

SPEAKERS

LEADERSHIP & VISION

CONFERENCE ROOM 1

14:45 – 15:30

NEW RECRUITS – THE BUSINESS CASE FOR A DIVERSIFIED WORKFORCE

The make of a bookmaker staff largely reflect the customer demographic. But can a more diversified operator increase its appeal to a wider audience? What should companies do as they employ the industry's next generation?

SPEAKERS

Paris Smith, CEO, Pinnacle
Rose Grissell, Head of Diversity and Inclusion, British Horseracing Authority
Simon Banks, CEO, Star Recruitment
Christina Thakor-Rankin, Co-Founder, All-in Diversity Project

MODERATOR

Anna Hemmings, Chief Executive Officer, GamCare

BETTING ON INNOVATION

CONFERENCE ROOM 2 DRAKE SUITE

14:30 – 15:00

WIN BACK THE HEARTS OF YOUR PLAYERS. MAKING AN IMPACT WITH SPORTS BIG DATA

SPEAKERS

Alex Kornilov, Managing Director, Betegy

MODERATOR

15:00 – 15:30

SPEAKERS

MODERATOR

BETTING ON MARKETING

CONFERENCE ROOM 3 HARRIS SUITE

14:45 – 15:30

ACTIVE THINKING – MAKING SPONSORSHIP WORK

An increasingly cynical fanbase is making longer term sponsorship deals more attractive with an actual chance to provide a brand with some loyalty. What effective activation is being deployed?

SPEAKERS

Russ Yershon, Founder, ConnectingBrands
George Harborne, Former Head of Partner Acquisition & Partnership Services, Aston Villa Football Club
Harj Hir, Head of Partnership Engagement, Leicester City Football Club

MODERATOR

Jaap Kalma, Interim Business Development Director, SBC

Payment Expert Forum

CONFERENCE ROOM 4 HOLLINS SUITE

15:10 – 15:50

PAYMENTS AND PROBLEM GAMBLING – WHERE LIES THE DUTY OF CARE?

How engaged with the issue of problem gambling does the payments side of the business have to be? In fact, where can it be most effective? Is affordability a reliable marker of problem gambling behaviour? Where does GDPR sit amongst the safeguards? There are already calls to limit credit card usage with gambling sites - would that make a difference? Might other payment methods also be affected?

SPEAKERS

Marc Wood, Global Gaming Sales Director, Pay36
Stephen Quinn, Member of the Executive Board, Ozan

15:30 – 15:50 REFRESHMENT BREAK

15:50 – 16:10 REFRESHMENT BREAK

15:50 – 16:35

CEO PANEL – TOUGH MEDICINE FOR HARSH ADJUSTMENTS

Following a landmark but disruptive 2018, what is betting leadership's playbook with regards to driving future growth whilst overcoming the sector's glaring obstacles?

SPEAKERS

Jesper Karrbrink, CEO, Mr Green
Anthony Werkman, CEO, Betway
Sergey Portnov, CEO, Parimatch

MODERATOR

16:35 – 17:20

Q&A – LEADING SUPPLIERS FACE THE QUESTIONS YOU WANT ANSWERED

An open forum featuring questions from representatives of the leading industry suppliers. Email your questions to andy@sbcgaming.com or tweet using the hashtag #bofconasksuppliers

SPEAKERS

Jacob Lopez Curciel, CEO, OPTIMA
Marco Castaldo, CEO, Microgame
Keith O'Loughlin, SVP – Sportsbook and Platforms, SG Digital
Vahe Balouljian, Strategic Adviser, BetConstruct
Andrew Cochrane, Chief Development Officer, SBtech

MODERATOR

15:50 – 16:20

PRESENTATION

SPEAKERS

MODERATOR

16:20 – 16:50

SPORTS BETTING TRENDS: THE OMNI-FUTURE AHEAD OF US

Sports betting is becoming more customer focused, personalized and "on-demand" than ever, with new products emerging to enhance operators' handle and margins and, at the same time, players' engagement. Intralot will present a deep-dive glimpse on the future and discuss the trends in product offering and trading, as well as taking a look at machine learning and AI.

SPEAKERS

Bill Demakakos, Group Director of Betting, Intralot

MODERATOR

16:50 – 17:20

AUTOMATION PRESENTATION

SPEAKERS

MODERATOR

15:50 – 16:35

IS BETTING ANTI-SOCIAL... – IS BRAND NARRATIVE A LOST DISCIPLINE?

Can betting firms develop interesting narratives and brand propositions in the age of audience disruption and apathy, witnessed across multiple media verticals.

SPEAKERS

Elliot Hackney, Head of Social, Ladbrokes Coral
Matt Wilson, Founder, Ball Street

MODERATOR

Helen Walton, Chief Commercial Officer, Gamevy and Gluck Games

16:35 – 17:20

HERCULEAN TASK: REACHING AN AUDIENCE IN 2019

With the knives out for high exposure TV spots and sponsorship across Europe's main markets, how can operators reach their potential customers without falling foul of negative media and political coverage? How clever will marketers have to be speak to the target audience?

SPEAKERS

Eitan Gorodetsky, Head of SEO & PPC, Betsson Group
Ricardo Pinto, CMO, Clever Advertising Group
Oli Levy, Industry Manager, Google

PRODUCT IN FOCUS

CONFERENCE ROOM 1

10:15 – 11:00

SYMBIOTIC STATE – HOW OMNI-CHANNEL MAKES ONLINE AND RETAIL CO-OPERATE

With all the fears over an exodus from betting shops to mobile, how complementary are the two channels? Bricks and mortar provide consumer confidence to online brands, while web-based products exponentially expand the number of markets available in-shop.

SPEAKERS

Howard Chisholm, Director, Bookmakers Technology Consortium

Alexey Sinyushkin, COO, Olimp Bookmakers

Veiko Krünberg, Managing Director – Online Operations, Olympic Entertainment Group

Steen Madsen, Head of Sportsbook, Nederlandse Loterij

MODERATOR

Andrew Cochrane, Chief Development Officer, SBTech

THE SCIENCE OF COMPLIANCE

CONFERENCE ROOM 2 DRAKE SUITE

IN PARTNERSHIP WITH



10:15 – 11:00

EDUCATING THE PROFESSIONALS

How Sky Bet, the Football League and EPIC Risk Management address the issue of problem gambling and integrity with professional sports people.

SPEAKERS

Paul Buck CEO, EPIC Risk Management

Scott Davies, ex footballer, EPIC Risk Management

Richard Flint, Executive Chair, Sky Betting & Gaming

MODERATOR

GLOBAL MARKETS

CONFERENCE ROOM 3 HARRIS SUITE

10:15 – 11:00

INDIA – ON THE CUSP OF REGULATION?

The Indian market has long been attractive but unavailable. Is the mood shifting? What states are most attractive? Is cricket the be all and end all?

SPEAKERS

Rohit Nair, Co-Founder, StarPick

Joe Saumarez Smith, Chairman, Bede Gaming

Will Winzor, Operations, Sportradar

MODERATOR

Christina Thakor-Rankin, Co-Founder, All-in Diversity Project

SBC DIGITAL MARKETING FORUM

CONFERENCE ROOM 5 TAMBLING SUITE

IN ASSOCIATION WITH



10:00

WELCOME FROM CHAIRPERSON

Lee-Ann Johnstone, CEO & Founder, AffiliateINSIDER

10:15 – 11:00

THE WINNERS AND LOSERS IN THE SEO RACE

We take a deep-dive look into SEO challenges being faced in the betting and gaming industry right now and we learn who dominates the sports betting markets in Google. Learn exactly how they do it and discover ways to compete and better your SEO, without necessarily having the big budgets of GVC, 888 or The Stars Group.

SPEAKERS

Eitan Gorodetsky, Head of SEO & PPC, Betsson Group

Rob Kerry, Chief Strategy Officer, Ayima

11:00 – 11:20 REFRESHMENT BREAK

11:00 – 11:20 REFRESHMENT BREAK

11:20 – 12:05

PLATFORM TECHNOLOGY – THE JUMPING OFF POINT FOR INNOVATION

What does an operator require out of its platform in 2019? Have requirements changed? Is developing proprietary technology worth the risk? How can you make the tech roadmap efficient yet flexible to adapt to change?

SPEAKERS

Omer Efrain, CTO, Olympic Entertainment Group

Jacob Lopez Curciel, CEO, OPTIMA

George Athanasopoulos, CEO, Novibet

MODERATOR

Paul McNea, Founder, iGaming Performance

11:20 – 12:05

INTEGRITY – TOO MANY COOKS?

The number of integrity experts in the market has increased tenfold in the past few years, but is the more the merrier the best model for identifying and preventing match fixing? How are sporting bodies protecting themselves? What should an operator do?

SPEAKERS

Ludovico Calvi, President, Global Lottery Monitoring System

Laura Da Silva, Founder, WePlayFair

Bill South, Group Security Director, William Hill

Gilles Maillet, Director of Sport Integrity, FDJ

MODERATOR

Benjie Cherniak, MD, Don Best Sports, SG Digital

11:20 – 12:05

AFRICA – SHOP LOCAL

With sports betting sweeping across the continent, which markets are the most attractive and which are the most stable for long-term investment? Do recognisable European brands have an advantage?

SPEAKERS

Peter Stagles, Group Operations Director, BetLion

Chris Duncan, Head of Sportsbook, Black-op Gaming

Simon Burrell, Director, Bettor Football

Kresten Buch, CEO, BetPawa

MODERATOR

Will Westcott, Head of Business Development Africa, Betgenius

11:20 – 12:05

GETTING CREATIVE WITH SOCIAL MEDIA

Understanding how to engage audiences on all the right social platforms can be complex for businesses that traditionally use direct traffic driving activities. In this session we will explore the most popular social channels.

SPEAKERS

Tom Kerr, Campaign Director, The Goat Agency

Tom Bore, Business Development Director, The Goat Agency

PRODUCT IN FOCUS

CONFERENCE ROOM 1

12:05 – 12:50

LET'S GET DIGITAL – WHERE NOW FOR VIRTUAL SPORTS?

Punters, especially millennials, are used to seeing digitised sports. So is there still room for growth for virtual products? And where do the virtual simulations fit into the product portfolio?

SPEAKERS

Martin Wachter, CEO, Golden Race
Steve Rogers, Chief Commercial Officer Virtual Sports, Inspired Entertainment, Inc.
Carlo Di Maio, Sportsbook Director at Eurobet, GVC Group
Tim Green, CEO, Highlight Games

MODERATOR

Simon Westbury, industry expert

THE SCIENCE OF COMPLIANCE

CONFERENCE ROOM 2 DRAKE SUITE

12:05 – 12:50

EFFECTIVE WAYS TO TACKLE PROBLEM GAMBLING

With increased pressure on operators to make sure that vulnerable players are identified and treated, what's the most effective, and cost-effective, way to do this for operators? Should marketing messaging be changed? But where does the industry's duty of care end?

SPEAKERS

Hillevi Stuhrenberg, Manager for Responsible Gaming & CSR, Betsson
David Williams, Director of Public Affairs, Rank Group
Mike Kenward, Development Director, GamCare
Ali Hawa, Director of Risk & Compliance, Mansion.com

MODERATOR

GLOBAL MARKETS

CONFERENCE ROOM 3 HARRIS SUITE

12:05 – 12:50

USA – THE UNDISCOVERED COUNTRY

The repeal of the PAPSA laws blocking sports betting has opened up opportunities all across the US – but which are likely to bear fruit?

SPEAKERS

Joe Lee, Head of SAS, Paddy Power Betfair
Mark Blandford, Director, Valhalla Investments

MODERATOR

Steve Schrier, Chief Commercial Officer, SG Digital

SBC DIGITAL MARKETING FORUM

CONFERENCE ROOM 5 TAMBLING SUITE

12:05 – 12:50

BRAND BUILDING IN THE AGE OF CONTENT MARKETING

This session discusses why you simply cannot ignore content marketing as part of your brand growth in 2019.

SPEAKERS

Sam Behar, Global Head of Marketing, Marathonbet
Benjamin Cronin, Head of Content Marketing, Pinnacle
Robin Hutchinson, Director, Square in the Air
Laura Crimmons, Founder, Silverthorn Digital

MODERATOR

Stewart Darkin, Managing Director, CasinoBeats, SBC

12:50 – 14:00 LUNCH

12:50 – 14:00 LUNCH

14:00 – 14:45

PLUGGING THE GAP

What is the next step for bet builders? Who will win the race to extend this phenomenon to include in-play betting and cash out?

SPEAKERS

Jamie McKittrick, Head of Commercial, GVC Group
Mattias Eriksson, Chief Product Officer, Kambi
Mark Israney, Partner, Propus Partners
Jamie Roxburgh, VP Betting, Perform Group

MODERATOR

Will Fyler, Head of Digital, Racing Post and Intellr

14:00 – 14:45

SOCK PUPPETS – DUPLICATE ACCOUNTS AND THE MINIMUM BET

Should bookmakers be compelled to take bets when customers are not playing by the same rules? What can be done to prevent duplicate accounts? How would a minimum bet rule shift trading room behaviour? Should bookmakers be looking to stem the criticism of 'not taking a bet' or is it overblown?

SPEAKERS

Dan Schreiber, Co-founder, BetConnect
Bruce Millington, former editor of the Racing Post

MODERATOR

14:00 – 14:45

ITALY – FIGHTING THE BACKLASH

The current government doesn't like gambling very much, but what can the industry do against an aggressive legislature?

SPEAKERS

Niklas Lindahl, Managing Director – Italy, LeoVegas
Marco Castaldo, CEO, Microgame
Bepi Pezzulli, General Counsel, SKS365
Quirino Mancini, Partner, Tonucci & Partners

MODERATOR

14:05 – 14:45

TRAFFIC MANAGEMENT – LINK BUILDING IN 2019

Brands need top quality traffic, but without the bottomless budget of global big brand operators, how do you build traffic, gain rankings and earn better visibility? A combination of content marketing, PR and the latest link-earning methodologies hold the key. Gain an in-depth analysis of how the sports betting environment offers great opportunities for brands to growth hack their traffic and see examples of how the right content – onsite and offsite – can help drive your audience growth

SPEAKERS

Martin Calvert, Head of Marketing, Blue Claw

15:30 – 15:50 REFRESHMENT BREAK

15:30 – 15:50 REFRESHMENT BREAK

PRODUCT IN FOCUS

CONFERENCE ROOM 1

14:45 – 15:30

ESPORTS – THE CHALLENGES OF INPLAY

How are operators managing to effectively offer live betting opportunities around esports? How much of an issue is lagging? Is there a determination within the sport to improve the experience?

SPEAKERS

Marco Blume, Director of Trading, Pinnacle Sports

Brett Abarbanel, Director of Research, UNLV International Gaming Institute, University of Nevada

Oskar Fröberg, CEO, Abios

Mark Balch, Head of Esports, Sportadar

MODERATOR

Ian Smith, Integrity Commissioner, ESIC

15:50 – 16:35

DATA – DO YOU GET WHAT YOU PAY FOR?

Official, enhanced, premium, live. Data comes in many flavours these days, but how much do you have to invest in the product given the rising costs elsewhere? What are the risks of using sub-standard data? Can operators afford multiple data streams?

SPEAKERS

Matt Stephenson, Global Partnerships Director, Betgenius

David Lampitt, Managing Director – Global Operations, Sportradar

Andrew Ashenden, Chief Commercial Officer, Perform Group

MODERATOR

Assaf Stieglitz, CEO, odds1x2.com

16:35 – 17:20

BREXIT – WHAT NOW FOR THE UK & GIBRALTAR?

With the UK due to leave the European Union at the end of the month, what does that mean for gambling legislation?

SPEAKERS

THE SCIENCE OF COMPLIANCE

CONFERENCE ROOM 2 DRAKE SUITE

14:45 – 15:30

ADDRESSING THE PAIN IN PAYMENTS

Why are banks pushing back against the betting industry? Can the banks do more to prevent fraud and KYC checks? How can start-ups get bank accounts? Is the industry being pushed into new banking technologies?

SPEAKERS

Steven Armstrong, Group Money Laundering Reporting Officer, William Hill

Sergey Kot, Head of Business Development, Parimatch

Paul Marcantonio, Head of UK & Western Europe, Ecommpay

Gary Pine, Chief Product Officer, W2 Global Data

MODERATOR

Andrew Gellatly, Head of Research, GamblingCompliance

15:50 – 16:35

THE BEST WAYS OF DEALING WITH REGULATORS

You've done something wrong. Shifting sands have left your company exposed to the new normal and you've transgressed the regulations, despite your best efforts. So what now? There's no more Mr Nice Guy from the Gambling Commission. What is the best thing to do?

SPEAKERS

David Clifton, Partner, Clifton Davies

Charmaine Hogan, Former bet365/ European Commission

GLOBAL MARKETS

CONFERENCE ROOM 3 HARRIS SUITE

14:45 – 15:30

SWEDEN – DRIVING LICENCES

The Swedish market is opening up with a new licensing process. But how will the new look market react to competition – and where now for Svenska Spel?

SPEAKERS

Ismail Vali, Senior Consultant, iGaming Leaders

Morten Ronde, CEO, Nordic Gambling

MODERATOR

15:50 – 16:35

SPAIN – EUROPE'S NUMBER ONE BETTING DESTINATION

Unlike established markets of Italy and UK, Spain is embracing the betting industry after its latest licensing round. How are operators reaching the punters?

SPEAKERS

Sam Behar, Global Head of Marketing, Marathonbet

Mikel Lopez de Torre, Chairman of Jdigital Spain & Director of Sportium

Carlos González Siebert, Sportsbook Director, MARCAapuestas

MODERATOR

SBC DIGITAL MARKETING FORUM

CONFERENCE ROOM 5 TAMBLING SUITE

14:45 – 15:30

UX & DESIGN – HOW EMOTIVE DESIGN LEADS TO A HIGHER AUDIENCE CONVERSION

Emotion is key to designing great digital experiences for your customers. In this session we get a panel of UX and Design experts to share what you really need to know about your website and platform design and how touching on human emotion can directly improve your customer conversions.

Speakers

Duncan Thomas, CEO, Pomegranate

15:50 – 16:35

LEAD GENERATION – SALES FUNNELS HAVE MORPHED INTO FLYWHEELS

We'll talk about how data and automation are disrupting traditional lead generation into online businesses. We'll outline exactly how funnels are only a small part of the new game and how flywheels are the next big thing. This session talks about how integrating AI chatbots, customer personalisation, retargeting, content funnels, data driven CRM, can enhance customer referrals and how content advocacy is the best way of driving sustainable traffic growth in 2019.

SPEAKERS

James Sandberg, Founder, Customer Devoted

16:35 – 17:20

KEYNOTE / CLOSING SESSION: ALEX PARTRIDGE – BUILDING A NEW MEDIA EMPIRE

Alex Partridge has a fascinating entrepreneurial journey in digital. He'll reveal the untold story behind the creation of UNILAD and The LAD Bible the pioneers of social media content the way we know it today. It's both insightful and hilarious and he will share insight about the importance growth hacking in digital to build audience and brand presence in this constantly changing and challenging medium.



BETTING ON SPORTS ★ AMERICA ★

23-25 APRIL 2019

Meadowlands Exposition Center,
New Jersey / New York



Betting on Sports America is the largest sports betting conference & exhibition in the US



1,500+ DELEGATES



60 EXHIBITORS



175 SPEAKERS

★ SPEAKER PREVIEW ★



PHIL MURPHY
*Governor
New Jersey*



CHRISTIAN STUART
*Executive VP of Gaming &
Interactive Entertainment
Caesars*



ADAM GREENBLATT
*CEO
Roar Digital
(MGM / GVC)*



SCOTT BUTERA
*President of
Interactive Gaming
MGM*



JAY KORNEGAY
*EVP Race & Sports
Book Operations
SuperBook – Westgate
Las Vegas*



KRESIMIR SPAJIC
*SVP Online Gaming
Hard Rock International*



EVAN DAVIS
*VP and General Counsel
Sugarhouse Casino*



JEFFREY GURAL
*Chairman
American Racing and
Entertainment*



DAVID REBUCK
*Director
NJDCG*



ART MANNERIS
*VP Race and
Sports Book Operations
Station Casinos LLC*



MAY SCHEVE
*Executive Director
& President
Missouri Lottery & NASPL*



SHEILA MORAGO
*Executive Director
Oklahoma Indian
Gaming Assn.*



VINCENT MAGLIULO
*Vice President of
Corporate Relations
LVDC*



VIC SALERNO
*President
USBookmaking
& USFantasy Sports*



RAYMOND LESNIAK
*Former Senator
Democratic Party*

★ EXHIBITOR PREVIEW ★



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