

AGENDA

MONDAY 27 APRIL

CEST 10:00am - 10:15am
UK 9:00am - 9:15am

WELCOME FROM SBC

Andrew McCarron

CEST 10:15am - 10:45am
UK 9:15am - 9:45am

INDUSTRY KEYNOTE

Carsten Koerl

CEST 10:45am - 5:30pm
UK 9:45am - 4:30pm

LEADERSHIP IN BETTING

Track 1

CEST 4:30am - 5:30pm
UK 3:30pm - 4:30pm
ET 10:30am - 11:30am

SPORTS BETTING MASTERCLASS

TUESDAY 28 APRIL

CEST 10:00am - 10:15am
UK 9:00am - 9:15am

WELCOME FROM SBC

Andrew McCarron

CEST 10:15am - 10:45am
UK 9:15am - 9:45am

INDUSTRY KEYNOTE

TBC

CEST 10:45am - 4:00pm
UK 9:45am - 3:00pm

LEADERSHIP IN GAMING

Track 1

ET 10:00am - 1:30pm
UK 3:00pm - 6:30pm

LATAM MARKET DAY

Track 2

WEDNESDAY 29 APRIL

CEST 10:30am - 10:45am
UK 9:30am - 9:45am

WELCOME FROM GLMS

Ludovico Calvi

CEST 10:45am - 3:10pm
UK 9:45am - 7:00pm
ET 10:00am - 2:00pm

LOTTERY DAY

Track 1

THURSDAY 30 APRIL

CEST 10:30am - 10:45am
UK 9:30am - 9:45am

WELCOME FROM SBC

Andrew McCarron

CEST 10:45am - 3:10pm
UK 9:45am - 2:10pm

PAYMENTS DAY

Track 1

ET 10:00am - 1:30pm
UK 3:00pm - 6:30pm

BETTING ON SPORTS AMERICA TRACK

Track 2

FRIDAY 1 MAY

CEST 10:00am - 10:15am
UK 9:00am - 9:15am

WELCOME FROM SBC

Andrew McCarron

CEST 10:15am - 10:45am
UK 9:15am - 9:45am

INDUSTRY KEYNOTE

Stuart Simms

CEST 10:45am - 3:10pm
UK 9:45am - 4:30pm

DIGITAL MARKETING DAY

Track 1

ET 10:00am - 10:30am
UK 3:00pm - 3:30pm

A VISION FOR THE FUTURE OF AFFILIATION

Jesper Sogaard

CEST 4:30am - 5:30pm
UK 3:30pm - 4:30pm
ET 10:30am - 11:30am

DIGITAL MARKETING MASTERCLASS

IF YOU NEED ANY FURTHER DETAILS PLEASE CONTACT:

Paul Mills, Event Director, SBC, paul@sbcgaming.com, +44 (0) 778 840 5551

Andrew 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 IN BETTING

MONDAY 27 APRIL 2020

CEST 10:15AM -
10:45AM

UK 9:15AM -
9:45AM

KEYNOTE

Carsten Koerl, CEO / Founder, Sportradar,
Founder of Bwin, SBC Hall of Famer

CEST 10:45AM -
11:30AM

UK 9:45AM -
10:30AM

PANEL: BUSINESS CONTINUITY IN THE FACE OF COVID-19

The pandemic has affected all businesses, but how have operators been fighting their way back from the CoronaVirus? What has been filling the void left by sport? How have firms been deploying their workforce?

SPEAKERS

George Daskalakis, CEO & Founder, Stoiximan / Betano
Tim Heath, CEO & Founder, Coingaming Group
Jesper Svensson, CEO, Betsson Group
Shay Segev, COO, GVC Holdings

MODERATOR

Jordan Levin, Group CEO, SG Digital

CEST 11:30AM -
11:50AM

UK 10:30AM -
10:50AM

PRESENTATION: VIRTUAL SPORTS SHOWCASE

Looking at the latest development that can help bookmakers during this economic and societal change.

SPEAKERS

Martin Wachter, CEO, Golden Race

CEST 12:20PM -
1:00PM

UK 11:20AM -
12:00PM

SESSION SPONSORED BY



PANEL: OFF THE BENCH – WHAT IS THERE TO BET ON?

With so much sport postponed, what are betting firms turning to in order to entertain their customers? What are they finding most interesting? Have there been any new trends on live streaming?

SPEAKERS

Dominik Beier, CEO, Interwetten
Alexander Martin, CEO, SKS 365
Minja Bolesnikov, CEO, MaxBet
Tyrone Dobbins, Managing Director, Sportingbet South Africa

MODERATOR

Ebbe Groes, CEO, EveryMatrix

CEST 1:00PM -
1:40PM

UK 12:00PM -
12:40PM

PANEL: AN OPPORTUNITY TO REVISIT THE OMNI-CHANNEL APPROACH?

How can companies with large retail estates manage their human resources effectively during the COVID.19 outbreak? Can they be redeployed to online services or is it a case of 'furloughing' them until shops can re-open? Does this enforced stoppage allow us to revisit the omni-channel experience?

SPEAKERS

Fabio Schiavolin, CEO, Snaitech
Per Widerstrom, CEO, Fortuna Entertainment Group
Giovanni Garrisi, CEO & Founder, Stanleybet
Johnny Hartnett, CEO, Superbet

MODERATOR:

Simon Westbury, Head of International
Development Department, Digitain

TRACK SPONSORED BY



LEADERSHIP IN BETTING

MONDAY 27 APRIL 2020

CEST 2:00PM -
2:20PM

UK 1:00PM -
1:20PM

SPORTCALLER: HOW FTP CAN ENGAGE AND RETAIN YOUR AUDIENCE DURING THE LIVE SPORT SHUTDOWN

Sportcaller discusses the latest development that can help bookmakers during this economic and societal change.

SPEAKER

Cillian Barry, *Managing Director, Sportcaller*

CEST 2:30PM -
3:10PM

UK 1:30PM -
2:10PM

PANEL: ESPORTS – LET'S GET DIGITAL

One of the few sports that has been able to continue during the outbreak has been the esports sector. While some bookmakers have found major success in esports previously, some have been more reluctant. What has proved popular and what are the pitfalls?

SPEAKERS

Paris Smith, *CEO, Pinnacle*

Sergey Portnov, *CEO, Parimatch*

Pavol Krasnovsky, *CEO, RTSmunity*

MODERATOR

Andrea McGeachin, *CCO, Neosurf*

CEST 3:40PM -
4:25PM

UK 2:40PM -
3:25PM

PANEL: ESPAÑA Y COVID-19, CONTINUIDAD EMPRESARIAL Y LA VISIÓN GLOBAL DE LOS LÍDERES

La pandemia ha afectado a todas las empresas, pero ¿cómo están luchando los operadores para volver a la normalidad durante y después del CoronaVirus? ¿Qué ha estado llenando el vacío dejado por el deporte y cómo están abordando las medidas restrictivas sobre publicidad? ¿Cómo han estado desplegando las empresas su fuerza laboral y cómo afrontan los líderes en la industria su papel estos días?

PANELISTAS

Xabier Rodríguez Maribona, *CEO, Retabet*

Mikel López de Torre, *President, JDigital*

Eñaut Ruiz Luisa, *General Director, Kirolbet*

MODERADOR

Santiago Asensi, *Director, Asensi Abogados*

ET 10:30AM -
11:30AM

CEST 4:30PM -
5:30PM

UK 3:30PM -
4:30PM

SPORTS BETTING MASTERCLASS: WHO WILL WIN THE PREMIER LEAGUE? HOW TO BUILD A FOOTBALL LEAGUE LONG TERM SIMULATION

In this tutorial taken from his online course for soccer odds compilers, Jonathan demonstrates how to build a simple league winner simulation in Excel.

Viewers follow on-screen instruction to create a program that can be updated as a season progresses, and which can be adapted to include multiple long-term markets.

The completed version of the simulation is also available for you to keep at the end of the videos.

TUTOR

Jonathan Smith, *Founder, Sportsbook Training Services*

LEADERSHIP IN GAMING

TUESDAY 28 APRIL 2020 – TRACK 1

CEST 10:15AM -
10:45AMUK 9:15AM -
9:45AM

KEYNOTE

CEST 10:45AM -
11:30AMUK 9:45AM -
10:30AM

PANEL: GAMING – THE INDUSTRY'S LIFELINE

With very limited sport options, casino gaming is now the go to gambling product. How has customer behaviour changed over the past few months? Has there been a spike? Can it still be marketed in a way that is sympathetic to the situation and not tone deaf?

SPEAKERS

Alexander Stevendahl, *CEO*, Videoslots
Ariel Reem, *CEO*, Genesis Group
Alex Tomic, *CEO*, Slotsmillion
Itai Zak, *CEO*, GoWild Gaming

CEST 11:30AM -
12:00AMUK 10:30AM -
11:00AM

PRESENTATION: POKER TO THE RESCUE?

Traditionally, there has been a healthy overlap between the sports betting sector and the poker demographic. With betting at the mercy of the Covid-19 pandemic, is poker going to step up? What does poker offer the modern bettor?

SPEAKERS

Doron Ziony, *Live Events & Partners*, 888
Dmitry Starostenkov, *CEO*, Evenbet Gaming
Ivonne Montealegre, *Founder & Event Director*, Malta Poker Festival

MODERATOR

Jonas Odman, *Founder and CEO*, Rising Sun Media

CEST 12:20PM -
1:00PMUK 11:20AM -
12:00PM

PANEL: SAFER GAMBLING DURING SELF ISOLATION

Customer behaviour is undergoing a drastic change, with players changing product, player patterns and potentially affordability. How are operators ensuring that compulsive gambling doesn't also spike in society?

SPEAKERS

Martin Lycka, *Director of Regulatory Affairs*, GVC Holdings
David Williams, *Director of Regulatory Affairs*, Rank Group
Avigail Nir, *COO*, Mansion Casino

MODERATOR

Andy Danson, *Partner*, Bird & Bird

CEST 1:00PM -
1:40PMUK 12:00PM -
12:40PM

PANEL: LIVE CASINO IN LOCKDOWN

As the world comes together in isolation and lockdown, the live casino studios are under threat. How is the sector responding? Live is a great alternative to land-based where physical venues have been temporarily shuttered, but can live casino continue to meet demand during the crisis? If so, how?

SPEAKERS

Tim de Borle, *COO*, Napoleon Sports & Casino
Sam Brown, *CCO*, Hero Gaming
Jeremy Taylor, *MD*, Genting Online
Richard Atkinson, *Head of Live Casino*, William Hill

MODERATOR

Karolina Pelc, *Owner*, Basic Strategy

CEST 2:00PM -
2:20PMUK 1:00PM -
1:20PM

SHOWCASE

Looking at the latest development that can help bookmakers during this economic and societal change.

CEST 2:30PM -
3:10PMUK 1:30PM -
2:10PM

PANEL: MARKETING SLOTS IN THE NEW ENVIRONMENT

How do operators perceive the tricky balance between promotion and opportunism when it comes to marketing their slot portfolio? Has the map been redrawn when it comes to sign-up bonuses and free spins? Should marketing strategies change? Who is leading the way?

SPEAKERS

Ewa Kazmierska, *COO*, EnergyCasino
Jan Urbanec, *CEO*, Endorphina
Neill Simpson, *Brand Director*, William Hill International
Martin Clarke, *Director of Product*, Digitain

CEST 3:15PM -
4:00PMUK 2:15PM -
3:00PM

ESPAÑA, OPERACIÓN PUESTA EN MARCHA – LA EJECUCIÓN DE LA ESTRATEGIA

Con opciones deportivas muy limitadas y la falta de canales de adquisición, cuáles son las distintas alternativas que los expertos en cada área de la operación están ejecutando. ¿Son los juegos de casino la única opción? ¿Qué reto tecnológico supone esto? ¿Cómo ha cambiado el comportamiento del cliente en los últimos meses? ¿Cómo se están comunicando los operadores con sus públicos?

PANELISTAS

David Plumi, *Managing Director Spain*, Betsson Group
Eduardo Miranda, *MD* Bingosoft, Rank Group
Alex Zubizarreta, *Country Manager Spain*, Interwetten

MODERADOR

Samantha Asensi, *Regional Manager*, Bet Entertainment

CASINO

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VIRTUAL SPORTS

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experience to real
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Blast, Backgammon,
Belote, Farkle and
Checkers
for tabletop
games lovers.



LIVE CASINO

Converting
Land-based
to Online.



LATAM MARKET DAY

TUESDAY 28 APRIL 2020 – TRACK 2

ET 10:00AM - 10:45AM | UK 3:00PM - 3:45PM

REGULACIÓN EN LATINOAMÉRICA: OPORTUNIDADES Y DESAFÍOS PARA EMPRESAS EUROPEAS

A medida que mercados clave, como Brasil y Buenos Aires, avanzan en la regulación del juego online, ¿qué oportunidades habrá para las empresas europeas que buscan entrar en la región?

ORADORES

Andrea Avedillo Builla, Responsable del área Legal, Lazcano Sámano

Antonio Salord, Gerente de Ventas para Latinoamérica, Magellan Robotech

Karen Sierra, Directora de Relaciones Gubernamentales y Desarrollo de Negocios para Latinoamérica y el Caribe, GLI

Sebastián Vivot, Gerente de Modernización y Tecnologías de la Información, Lotba

MODERADOR

Juan Ignacio Juanena, Fundador, iGaming LATAM Consulting - Gerente de Negocios de Juego Interactivo, Enjoy

ET 10:45AM - 11:30AM | UK 3:45PM - 4:30PM

SESSION SPONSORED BY



PANEL: THE FUTURE OF LATIN AMERICAN SPORTS BETTING

Sportsbook will drive growth in Latin America over the coming years. How is the market shaping up? In what ways does sports betting in key territories in the region differ from Europe? What marketing opportunities are there and how do you best engage sports fans from Mexico to Argentina?

SPEAKERS

JD Duarte, CEO, Betcris

Alberto Alfieri, COO, Vivagol

Gonzalo Pérez, CEO, Apuesta Total

Alessandro Fried, Chairman, BtoBet

MODERATOR

Kristal Rovira, Legal and Research Director, Americas, VIXIO Regulatory Intelligence

ET 12:00PM - 12:45PM | UK 5:00PM - 5:45PM

PANEL: UPDATE ON BRAZIL: DELAYS, DECISIONS AND A RACE FOR MARKET SHARE

With the roll out of Brazil's new regulatory framework delayed, this is the time for both operators and suppliers to prepare for what will be Latin America's most important market. What is the regulatory outlook? How do you best grab market share? And what growth potential does Brazil hold?

SPEAKERS

Andre Gelfi, CEO, Suaposta

Neil Montgomery, Founding and Managing Partner, Montgomery & Associados

Arthur Silva, Head of Sports Operations, Sportsbet.io

MODERATOR

Christian Tirabassi, Senior Partner, Ficom Leisure

ET 12:45PM - 1:30PM | UK 5:45PM - 6:30PM

¿QUÉ SIGUE PARA COLOMBIA? LECCIONES DEL PAÍS PIONERO EN LA REGULACIÓN DEL JUEGO ONLINE EN LATINOAMÉRICA

Colombia es un caso de éxito a nivel regional, que sirve como modelo a aquellos países que quieren desarrollar un marco normativo para regular la actividad. ¿Cuál es el próximo paso para un mercado online que ha registrado un crecimiento constante desde su puesta en marcha en 2017? Con casi una veintena de operadores autorizados, ¿hay espacio para nuevos competidores?

ORADORES

Julio César Tamayo, CEO, Wplay

Evert Montero Cárdenas, Presidente, Fecoljuegos

Juan Pérez Hidalgo, Presidente, Coljuegos

MODERADOR

Macarena Rodicio, Editora, SBC Noticias

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at stand



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LOTTERY DAY

WEDNESDAY 29 APRIL 2020

CHAIR:

Jari Vahanen, *SVP*, Veikkaus

CEST 10:45AM -
11:30AM

UK 9:45AM -
10:30AM

PANEL: HOW LOTTERIES ARE ADAPTING TO THE OUTBREAK

Lotteries are regarded as an everyday part of people's lives, but how are they adapting to this new reality? What role can lotteries play as society feels the strain of enforced isolation?

SPEAKERS

Sami Kauhanen, *VP*, Betting, Veikkaus
Niels Erik Folmann, *CEO*, Danske Spil
Arno de Jong, *CMO*, Nederlandse Loterij

MODERATOR

Harmen Brenninkmeijer, *CEO*, Quanta

CEST 11:30AM -
11:50AM

UK 10:30AM -
10:50AM

PRESENTATION: OFFERING A COMPELLING DIGITAL LOTTERY PRODUCT

How can lottery betting companies successfully diversify their product portfolio – into casino, scratchcards, bingo and live casino? What does the lottery playing demographic enjoy? And how can we bridge the gap from a retail to a digital environment?

CEST 12:20PM -
1:00PM

UK 11:20AM -
12:00PM

PANEL: COVID-19: IMPLICATIONS FOR SPORTING INTEGRITY

With all usual procedures out of the window, and the industry struggling without the majority of sports running, have the risks increased for sports betting?

How are operators working to control and mitigate the negative impacts of suspicious betting patterns on their lower level competitions? Where can sensible compromises be made and still remain confident that integrity isn't compromised?

SPEAKERS

Gilles Maillet, *Director of Sport Integrity*,
La Française des Jeux (FDJ)
Rupert Bolingbroke, *Head of Trading*,
Hong Kong Jockey Club (HKJC)

CEST 1:00PM -
1:40PM

UK 12:00PM -
12:40PM

PANEL: LOTTERY IN SOCIETY – POST-CORONA POSITIONING

How is the business planning to get back on track in this time of uncertainty? Could there be more cooperation between lottery operators to boost liquidity? What plans can be made to serve players who have had their retail behaviour completely transformed?

SPEAKERS

Marko Stokuca, *Deputy Director of the Gaming and Game Development Division*, Hrvatska Lutrija
Ann-Dawn Young Sang, *Founder*, AYS Global Consults

PARTNER WITH



LOTTERY DAY

WEDNESDAY 29 APRIL 2020

CEST 2:00PM -
2:30PM

UK 1:00PM -
1:30PM

KPMG: LEADING REMOTELY

Leaders have been forced to remotely steer their organisations through troubled waters, adding a further layer of difficulty to a challenging time for business. This session will provide insights from KPMG specialists, developed through discussions with key stakeholders and by applying industry best practices.

CEST 2:30PM -
3:10PM

UK 1:30PM -
2:10PM

PANEL: BEING MOBILE – HOW LOTTERY CAN STILL REACH ITS PLAYERS

With whole populations house-bound, how can lotteries reach their customers? Are mobile phones the most effective way to sell tickets and maintain sales and liquidity? What are the most effective, and safest, ways of communicating with players in the digital environment? What is deemed too obtrusive?

SPEAKERS

Peter-Paul de Goeij, *Managing Director*,
Stichting Speel Verantwoord

Fabian Garcia, *Sport Betting Manager*, LaBanca Uruguay
Yakir Firestone, *Head of Digital*, The Health Lottery

MODERATOR

Steen Madsen, *Chief Executive Officer*, A Game Above

ET 10:00AM -
10:45PM

UK 3:00PM -
3:45PM

PANEL: STATE OF PLAY – US LOTTERIES DURING THE CORONAVIRUS

The US has been one of the worst hit areas during the coronavirus outbreak, but how has that hit the state lotteries and the funds they generate for their regions? What has been effective? Is more cross-state cooperation likely in the future?

SPEAKERS

Barry Pack, *CEO*, Oregon State Lottery

Gordon Medenica, *CEO*, Maryland Lottery

ET 1:00PM -
2:00PM

UK 6:00PM -
7:00PM

EXTERNAL WEBINAR: BUILDING BLOCKS: PHYSICAL PLANNING FOR SPORTS BOOKS

As states continue to legalize sports betting, casinos are faced not only with the operational impacts of this new form of gaming, but also the physical challenge of incorporating these operations into their facility. From creating an area for a few kiosks or retrofitting existing space for a small sports book to full-on expansion, how do you determine the best route for your market, property, and players? During this webinar, experts in operations and design who have lived through the experience will offer guidance on the process, share what worked for them, and provide insight into roadblocks they encountered that you can avoid.

SPEAKERS:

Paul Hannon, *VP of Strategy & Retail*, Pointsbet

Paul Herekatis, *Principal*, WESTAR Architects

Erich Zimny, *VP of Racing Operations*, Penn National Gaming

MODERATOR:

Dr Brian Wyman, *Principal Consultant*,
The Innovation Group

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pay and play online

PAYMENTS DAY

THURSDAY 30 APRIL 2020 – TRACK 1

CEST 10:15AM -
10:45AMUK 9:15AM -
9:45AM**OPENING ADDRESS**

How payments are adapting to the new normal.

SPEAKER

Sam Barrett, *Director of Gaming, Trustly*

CEST 10:45AM -
11:30AMUK 9:45AM -
10:30AM**PANEL: VIRUS CHECK: PAYMENTS,
FRAUD AND ID**

With everyone's regular habits thrown out of sync, what effect has this had on the regular checks and processes that usually occur?

What challenges has the closure of offices brought when maintaining stringent measures? Is there any flexibility required given the current circumstances?

SPEAKERS

Rahul Das, *Head of Payments, VirginBet*

Steven Armstrong, *Group Director of AML, William Hill*

Richard Connolly, *Associate Director of Payments Business Development, Stars Group*

Roger Tyryzk, *Country Manager – UK&I, Malta and Cyprus, IDnow*

MODERATOR

Joe Streeter, *News Editor, PaymentExpert.com*

CEST 11:30AM -
11:50AMUK 10:30AM -
10:50AM**PRESENTATION: SHOWCASE**

Looking at the latest development in payments and compliance that can help the industry develop its offer.

CEST 12:20PM -
1:00PMUK 11:20AM -
12:00PM**PANEL: BANKING CRISIS**

Businesses in the gambling industry are finding it harder and harder to find banks willing to take their custom, which can be particularly difficult if regulations stipulate different accounts for player funds. Where can companies turn for sensible banking and what can be done to thaw out relationships with normal banks?

SPEAKERS

Mickael Marceau, *Head of Payments, Kindred Group*

Alfredo Lazcano, *Chairman, Lazcano Samano*

Olga Golikova, *Head of Billing, Parimatch*

Tal Itzhak Ron, *Chairman and CEO, Tal Ron, Drihem & Co., Law Firm*

MODERATOR

Andrea McGeachin, *CCO, Neosurf*

CEST 1:00PM -
1:40PMUK 12:00PM -
12:40PM**PANEL: AFFORDABILITY & ID CHECKS
– WHAT NOW FOR KYC?**

The current situation has thrown the legacy KYC processes into some doubt. How can operators enhance existing procedures to take into account the latest advances in technology and improvements in data quality?

Can technology bring together all the disparate checks into a unified experience for operator and consumer? And ensure customers are playing within their means?

SPEAKERS

Thees Buschmann, *Head of Compliance, Red Rhino*

Paloma Gonzalez Mascaraque, *Head of Payments / MLRO Betconstruct*

Alex Kaganovich, *Head of Compliance, Genesis Group*

MODERATOR

Peter Murray, *Head of Global Sales, W2*

CEST 2:00PM -
2:20PMUK 1:00PM -
1:20PM**SHOWCASE**

Looking at the latest development in payments that can help operators during this economic and societal change.

CEST 2:30PM -
3:10PMUK 1:30PM -
2:10PM**PANEL: BLOCKCHAIN PAYMENTS AS A
DRIVER IN CRISIS**

As blockchain solutions continue to grow in popularity, the number of industries planning to adopt the technology in 2020 is set to increase. From Juventus to JP Morgan, businesses globally are seeing potential in the technology.

In what ways can blockchain improve better protection, strengthen compliance and improve payment infrastructures? And how can blockchain technology support operators cope with COVID-related complications?

SPEAKERS

Isabelle Delisle, *Head of Payments, Pinnacle*

Max Krupyshev, *CEO, CryptoProcessing.com by CoinsPaid*

MODERATOR

Rebecca Liggero, *Lead reporter, Ayre Media*

TRACK SPONSORED BY



BETTING ON SPORTS ★ AMERICA ★ TRACK

THURSDAY 30 APRIL 2020 – TRACK 2

ET 10:00AM - 10:45AM | UK 3:00PM - 3:45PM

PANEL: UPDATE ON STATE LEGISLATIVE EFFORTS IN 2020

A look at which states have legalized so far in the US and the expected progress on operationalizing. What other states are still considering if/when their sessions are resumed? What about those states who have already legalized?

SPEAKERS

John Pappas, *Founder/CEO, Corridor Consulting*
Steve Brubaker, *President, Brubaker Public Relations*
Stacie Stern, *Manager, Governmental Affairs, FanDuel*

MODERATOR

George Rover, *Managing Partner, Princeton Global Strategies*

ET 10:45AM - 11:30AM | UK 3:45PM - 4:30PM

PANEL: M & A AND INVESTING IN SPORTS BETTING COMPANIES

How has COVID-19 impacted investment activity, risk appetite, and the cost of capital within the industry? How must industry participants adapt to ensure its future success? Where is the opportunity for innovation and investment amid the current climate?

SPEAKERS

Tom DiEnno, *Managing Director, KPMG Philadelphia*
Jason Scott, *VP, Trading, Roar Digital*
Wayne Kimmel, *Managing Partner, SeventySix Capital*
Julian Fialkow, *Senior Investment Associate, Drive by DraftKings*

MODERATOR

Lloyd Danzig, *Founder & CEO, Sharp Alpha Advisors*

ET 12:00PM - 12:45PM | UK 5:00PM - 5:45PM UK

SESSION SPONSORED BY



PANEL: THE TRIBAL GAMING LANDSCAPE

Where do tribes fit in the overall landscape in terms of assistance and aid from the federal government? How will their recovery back to normal differ from commercial gaming entities who don't have the social responsibility of an entire tribal nation?

SPEAKERS

Sheila Morago, *Executive Director, OIGA*
Jonodev Chaudhuri, *Partner, Quarles & Brady LLP*
Conrad Granito, *General Manager, Muckleshoot Casino*

MODERATOR

Josh Swissman, *Founding Partner, The Strategy Organisation*

ET 12:45PM - 1:30PM | UK 5:45PM - 6:30PM

SESSION SPONSORED BY



PANEL: ALTERNATIVES FOR SPORTS BETTING WHEN TRADITIONAL SPORTS ARE SHUT DOWN

Whether it's unusual sports, those in more obscure countries or new non-sporting events, gamblers are looking at what they can bet on. This session will look at the options now being explored to offer product through the duration. Here what folks can take action on during these unusual times.

SPEAKERS

Jamie Shea, *Head of Sportsbook - Digital, DraftKings*
Max Bichsel, *VP, US Business, Gambling.com Group*
Adam Greenblatt, *CEO, Roar Digital*
Keith O'Loughlin, *SVP, Sportsbook & Platforms, SG Digital*
Johnathan Aiwasian, *VP, Sportsbook, Kindred Group*

MODERATOR

Robert Davidman, *Partner, Slapshot Media*

ET 1:30PM - 2:00PM | UK 6:30PM - 7:00PM

FIRESIDE CHAT – IN CONVERSATION WITH JAN JONES BLACKHURST

As the final session of the day, we're delighted to host an exclusive closing discussion with Jan Jones Blackhurst. This will delve into her vast experience in the US betting scene, from her successful tenure as Mayor of Las Vegas, to her recent work as part of Caesars.

SPEAKER

Jan Jones Blackhurst, *Board Member, Caesars Entertainment*

SBC ARE PROUD MEMBERS OF:



DIGITAL MARKETING DAY

FRIDAY 1 MAY 2020

CEST 10:15AM -
10:45AM

UK 9:15AM -
9:45AM

KEYNOTE

Stuart Simms, *Group CEO, XL Media, and former CEO of Rakuten Marketing*

CEST 10:45AM -
11:30AM

UK 9:45AM -
10:30AM

PANEL: AFFILIATION IN THE TIME OF COVID-19

How are the major affiliate businesses addressing the coronavirus outbreak? How has it impacted operationally? What trends have developed since countries have gone into lockdown?

SPEAKERS

Stuart Simms, *Group CEO, XL Media*
Jonathan Edelshaim, *General Manager, Natural Intelligence*
Simon Pilkington, *CEO, Kafe Rocks*
Riccardo Pinto, *CMO, Clever Advertising Group*

CEST 11:30AM -
12:00AM

UK 10:30AM -
11:00AM

PRESENTATION: EVOLUTION OF SEO

Hold, raise or fold. What's the best strategy for you?

SPEAKER

Dan-Louis Kvalstad, *Affiliate Manager, CasinoGrounds*
Edoardo Ganetti, *SEO Expert, Betsson Group*
Lee Beirne, *Head of SEO, Ladbrokes Coral*

MODERATOR

Nick Garner, *Founder, Rize Digital*

CEST 12:20PM -
1:00PM

UK 11:20AM -
12:00PM

PANEL: BRAND CONTROL – WORKING WITH AFFILIATES

How tight a rein do operators need to hold when it comes to their marketing partners?

SPEAKERS

Eitan Gorodetsky, *Director of Acquisition, Betsson Group*
Marcos Oliveira, *Chief Affiliate Officer, Clever Advertising Group*
Ivan Liashenko, *Chief Marketing Officer, Parimatch*

MODERATOR

David Clifton, *Director, Clifton Davies Consultancy*

CEST 1:00PM -
1:40PM

UK 12:00PM -
12:40PM

GAMBLING IN SOCIETY

With people pulling together in local/regional/national ways, what role can the gambling industry play in their communities? Is now the time to emphasise the social aspects of gambling? How can the gambling industry re-appraise its position and regain the trust of its customers?

SPEAKERS

Tom Galanis, *Director, TAG Media*
Erik Bergman, *Founder, Great.com*

CEST 2:00PM -
2:30PM

UK 1:00PM -
1:30PM

KPMG: LEADING REMOTELY

Leaders have been forced to remotely steer their organisations through troubled waters, adding a further layer of difficulty to a challenging time for business. This session will provide insights from KPMG specialists, developed through discussions with key stakeholders and by applying industry best practices.

CEST 2:30PM -
3:10PM

UK 1:30PM -
2:10PM

PANEL: THE THIN LINE BETWEEN MARKETING AND ENTICEMENT

Gambling has been successfully using marketing techniques from other industries for 20 years, but given the nature of the product, does it need to be more circumspect?

SPEAKERS

Clive Hawkswood, *Chairman, RAIG*
Mathew Symmonds, *CEO, Web Analysis Solutions*
David da Silva, *CEO, EasyOdds*
Ian Sims, *CEO, Rightlander*

ET 10:00AM -
10:30AM

UK 3:00PM -
3:30PM

A VISION FOR THE FUTURE OF AFFILIATION

Fireside chat with Better Collective CEO & co-founder Jesper Sogaard

ET 10:30AM -
11:30AM

CEST 4:30PM -
5:30PM

UK 3:30PM -
4:30PM

DIGITAL MARKETING MASTERCLASS

Veteran digital marketer, Lee-Ann Johnstone will present an exclusive Masterclass to SBC Digital Summit attendees, providing up to the minute learnings on digital trends and insights related to the growth and development of affiliate marketing programs.

TUTOR

Lee-Ann Johnstone, *Founder & CEO, Affiliate Insider*