

For more information, please contact Ewa Bakun at ewa.bakun@clariongaming.com



Virtual Ampersand Assembly

May 2020

Agenda

All topics have been put forward by the Ampersand members. Effort has been made to schedule the discussions at the times requested by members, but it wasn't possible in all cases. Some discussions have been scheduled more than once to accommodate the interest. If you would like to discuss the timing of a particular discussion and/or suggest a different timeslot, please do get in touch and we will endeavour to accommodate your request.

Each discussion will be limited to 10 members and will be held via video link to replicate a f2f conversation. These are free-flowing and un-scripted conversations with no speakers, moderators or audience allowing participating members to exchange views, ask questions and share opinions.

Conversations will be recorded, but shared later with the participants only.



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Day	Time	Virtual discussion topic and conveners
Monday, 18 May 2020	3 pm BST / 4 pm CEST/ 10 am EDT / 7 am PDT / 10 pm CST / 12 am AEST	Impact of the pandemic on the regulatory landscape , convened by:
		Anne-Marie How will the regulatory landscape be influenced by the pandemic?
		Keith How can regulators help their industry through this crisis?
		Steve Recent or upcoming on line regulatory changes.
		Alex Will governments look to increase gaming taxation to recover costs related to Corona Pandemic
		Millicent Compliance for online gambling
		Esaul Illegal and grey market effect on licenced EGM's & SB.
		Catie Is regulation killing the European markets
		Helena What's next in Spain after the severe regulation during Covid state of alarm.
		Jesper Working with regulators to improve channelization, pandemic or not, in e.g. Sweden or Germany
		Same discussion topic scheduled for Wednesday, 27 May 2020 at 5 pm BST
Tuesday, 19 May 2020	1 pm BST / 2 pm CEST/ 8 am EDT / 5 am PDT / 8 pm CST / 10 pm AEST	Making gaming safer , convened by:
		Michelle How will the pandemic change how we approach safer gambling?
		Pieter What is the influence of Covid-19 on the Rg efforts of the operator
		Sydney Problem gambling issues among gaming employees, within professional sports teams/players, and within the online/sports betting realm; what are currently identified problems, needs, and how can problem gambling treatment clinics and providers play a beneficial and supportive role to the gaming industry at large.
		John How to approach Responsible Gambling issues in Africa
		Will Data sharing between operators to better identify and protect vulnerable players.
Tuesday, 19 May 2020	3 pm BST / 4 pm	From offline to online , convened by:



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	CEST/ 10 am EDT / 7 am PDT / 10 pm CST / 12 am AEST	Sebastian	Take offline offering into online: fast track possibilities?
		Wolfgang	Cross-selling off- and Online Business
Wednesday, 20 May 2020	9 am BST / 10 am CEST/ 4 am EDT / 1 am PDT / 4 pm CST / 6 pm AEST	Land-based and IR projects development globally , convened by:	
		Masahiro	The selection procedure and the viewpoint of evaluation for IR Operator conducted by the local government in Japan IR
		Lauren	What future “in progress” land-based development projects might look like for those operators who already have committed projects, and how they are pivoting their design plans. Will these projects even move forward at all? What will the new land-based casino floor look like in the case of new builds vs. those retrofitting existing properties? Also, how will destination gaming operators adjust their business models or design plans in light of future global/domestic travel and occupancy restrictions? How will the margin and revenue structures change in places like Las Vegas where so much of a property’s income came from outlets like F&B and nightlife? How will the major global proposed IR projects in places like Japan, Greece etc change in light of the new normal?
		Similar discussion also scheduled for Thursday, 28 May 2020 at 5 pm BST	
Wednesday, 20 May 2020	1 pm BST / 2 pm CEST/ 8 am EDT / 5 am PDT / 8 pm CST / 10 pm AEST	Payments , convened by	
		Ian: All things payments	



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<p>Wednesday, 20 May 2020</p>	<p>3 pm BST / 4 pm CEST/ 10 am EDT / 7 am PDT / 10 pm CST / 12 am AEST</p>	<p>AI and Machine Learning, convened by:</p> <table border="1" data-bbox="546 268 1789 448"> <tr> <td data-bbox="546 268 696 373">Vigne</td> <td data-bbox="707 268 1789 373">Beyond Chat bots, how can Artificial Intelligence and Machine Learning be used to further benefit the industry?</td> </tr> <tr> <td data-bbox="546 381 696 448">Yuri</td> <td data-bbox="707 381 1789 448">The perspective of the use of Artificial Intelligence to learn consumer behaviour and attitudes to empower customers' choices.</td> </tr> </table>	Vigne	Beyond Chat bots, how can Artificial Intelligence and Machine Learning be used to further benefit the industry?	Yuri	The perspective of the use of Artificial Intelligence to learn consumer behaviour and attitudes to empower customers' choices.										
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<p>Wednesday, 20 May 2020</p>	<p>5 pm BST / 6 pm CEST/ 12 pm EDT / 9 am PDT / 12 am CST / 2 am AEST</p>	<p>Gaming and betting in Latin America, convened by:</p> <table border="1" data-bbox="546 628 1722 906"> <tr> <td data-bbox="546 628 696 708">Rocio</td> <td data-bbox="707 628 1722 708">Legalization in South America, situation with the industry, poker, sportsbook, casino</td> </tr> <tr> <td data-bbox="546 716 696 788">Bruno</td> <td data-bbox="707 716 1722 788">Casino, Sportbet, Tourism and Games, Brazil, Ampersand, Regulation, Politics</td> </tr> <tr> <td data-bbox="546 796 696 868">Helena</td> <td data-bbox="707 796 1722 868">Challenges for European operators that want to open in non licensed Latam markets.</td> </tr> <tr> <td data-bbox="546 876 696 906">Andre</td> <td data-bbox="707 876 1722 906">Brazilian betting market outlook</td> </tr> </table>	Rocio	Legalization in South America, situation with the industry, poker, sportsbook, casino	Bruno	Casino, Sportbet, Tourism and Games, Brazil, Ampersand, Regulation, Politics	Helena	Challenges for European operators that want to open in non licensed Latam markets.	Andre	Brazilian betting market outlook						
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	8 pm AEST	Alex	What are the latest innovations in online casino?
		Wolfgang	Best practices in a highly competitive online casino environment
		Wolfgang	Best practices for an online casino under a high tax regime
Friday, 22 May 2020	3 pm BST / 4 pm CEST / 10 am EDT / 7 am PDT / 10 pm CST / 12 am AEST	What product responses during COVID will survive the return to "normal" , convened by:	
		Keith	What product responses during COVID will survive the return to "normal"
		Ekaterina	Will online casino and online poker growth induced by pandemic be sustainable in long term perspective
		Harry	Is esports betting now a tier 1 vertical and if so, what can be done to give it more mainstream appeal to sports bettors?
		Harry	Is the poker boom during lock down the start of a comeback or just a seat warmer for sports bettors?
		Timo	After COVID-19. Do we continue like before ?
		Christina	Multi-player products and socialised betting - the next big thing?
		Volkmar	Will the new "sports" (esoccer, etennis, simulated reality) which popped up during the crisis stay relevant or disappear again once all major leagues/tournaments will be up and running again?
Monday, 25 May 2020	3 pm BST / 4 pm CEST / 10 am EDT / 7 am PDT / 10 pm CST / 12 am AEST	eSports , convened by:	
		Adrien	esports
		Harry	Is esports betting now a tier 1 vertical and if so, what can be done to give it more mainstream appeal to sports bettors?
		Kwaku	The Future of eSports Gaming and Betting
		Maia	esports & women: Which are the challenges for the gamers who want to become professional?
		Lyubomira	A tremendous boost of the eSports betting vertical



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		Gaming: How to prepare your Game for localization Content is king: why is it important ?												
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Helena	What's next in Spain after the severe regulation during Covid state of alarm.																			
Jesper	Working with regulators to improve channelization, pandemic or not, in e.g. Sweden or Germany																			



For more information, please contact Ewa Bakun at ewa.bakun@clariongaming.com

		Same discussion topic scheduled for Monday, 18 May 2020 at 3 pm BST												
Thursday, 28 May 2020	11 am BST / 12 pm CEST / 6 am EDT / 3 am PDT / 6 pm CST / 8 pm AEST	<p>Casual and mobile games, convened by:</p> <table border="1"> <tr> <td>Adebiyi</td> <td>Monetization and distribution of mobile games. How can local mobile game developers scale through considering these two key hindrances knowing they have lower budgets when compared to established game studios hence my topic would be 'The journey from a game to the game while optimizing resources'</td> </tr> <tr> <td>Tony</td> <td>Casual games and game portal</td> </tr> </table>	Adebiyi	Monetization and distribution of mobile games. How can local mobile game developers scale through considering these two key hindrances knowing they have lower budgets when compared to established game studios hence my topic would be 'The journey from a game to the game while optimizing resources'	Tony	Casual games and game portal								
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Thursday, 28 May 2020	3 pm BST / 4 pm CEST / 10 am EDT / 7 am PDT / 10 pm CST / 12 am AEST	<p>Women in eSports and sports betting, convened by:</p> <table border="1"> <tr> <td>Maia</td> <td>esports & women: Which are the challenges for the gamers who want to become professional?</td> </tr> <tr> <td>Alli</td> <td>Opening up sports betting to the female and beginner bettor audience</td> </tr> </table>	Maia	esports & women: Which are the challenges for the gamers who want to become professional?	Alli	Opening up sports betting to the female and beginner bettor audience								
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Thursday, 28 May 2020	5 pm BST / 6 pm CEST / 12 pm EDT / 9 am PDT / 12 am CST / 2 am AEST	<p>Land-based sector after the lockdown, convened by:</p> <table border="1"> <tr> <td>Roberto</td> <td>Cassinos após o lockdown do Covid-19</td> </tr> <tr> <td>Steven</td> <td>Reopening strategies for bingo operators. How to reduce contact points like payments and payouts. How to maintain the proper distance for safety.</td> </tr> <tr> <td>Alex</td> <td>Making sure customers return to our brick and mortar gaming places after the lockdown</td> </tr> <tr> <td>Christina</td> <td>Life after lockdown - what the 'new normal' means for gambling (travel restrictions, social distancing and new customer habits)</td> </tr> <tr> <td>Esaul</td> <td>Social distancing in Land Based Venues</td> </tr> <tr> <td>Kevin</td> <td>Operator/Casino Table Games and Slot supply needs and or requirements post Covid-19</td> </tr> </table>	Roberto	Cassinos após o lockdown do Covid-19	Steven	Reopening strategies for bingo operators. How to reduce contact points like payments and payouts. How to maintain the proper distance for safety.	Alex	Making sure customers return to our brick and mortar gaming places after the lockdown	Christina	Life after lockdown - what the 'new normal' means for gambling (travel restrictions, social distancing and new customer habits)	Esaul	Social distancing in Land Based Venues	Kevin	Operator/Casino Table Games and Slot supply needs and or requirements post Covid-19
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		<p>Distributed Gaming Route management Slot performance Operation improvements Data analysis Floor management</p> <p>Jamie</p>
		<p>Timo</p> <p>After COVID-19. Do we continue like before ?</p>
		<p>Arjan</p> <p>Surviving Corona: can we choose our guests?</p>
		<p>James</p> <p>Retail Sports betting landscape (post-Covid)</p>
		<p>Captain Kip</p> <p>There will be a significant decrease in the number of native Indian casinos as their reserves have been depleted within the tribal officers</p>
		<p>Lauren</p> <p>What future “in progress” land-based development projects might look like for those operators who already have committed projects, and how they are pivoting their design plans. Will these projects even move forward at all? What will the new land-based casino floor look like in the case of new builds vs. those retrofitting existing properties? Also, how will destination gaming operators adjust their business models or design plans in light of future global/domestic travel and occupancy restrictions? How will the margin and revenue structures change in places like Las Vegas where so much of a property’s income came from outlets like F&B and nightlife? How will the major global proposed IR projects in places like Japan, Greece etc change in light of the new normal?</p>
		<p>Similar discussion also scheduled for Wednesday, 20 May 2020 at 9 am BST</p>
Friday, 29 May 2020	1 pm BST / 2 pm CEST/ 8 am EDT / 5 am PDT / 8 pm CST / 10 pm AEST	<p>Work (networking, business growth, learning) practices after the pandemic, convened by:</p> <p>Joakim What long term effects will the current situation have on how digital businesses are run? To what degree will office life be accelerated into the digital space (or not)?</p> <p>Kate the recovery of social distancing and what this means for work and play?</p>
Friday, 29 May 2020	5 pm BST / 6 pm	<p>How will the pandemic change the consumer, convened by Ewa and Gene</p>



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	CEST/ 12 pm EDT / 9 am PDT / 12 am CST / 2 am AEST	
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