










6TH – 8TH FEBRUARY 2023 | LONDON EXCEL

CONFERENCE AGENDA

ICEVOX



ICE VOX OVERVIEW

	AM	PM	5PM	7PM
<p> Monday 6 February</p>	<p>The World Regulatory Briefing - Day 1 </p> <p>The World Regulatory Briefing is a flagship meeting that takes place every year at ICE VOX. In partnership with the International Masters of Gaming Law (IMGL) It brings together policymakers, regulators and the industry to debate gaming's key regulatory, legal and compliance developments.</p> <p>The International Casino Conference</p> <p>The International Casino Conference (ICC) brings together the who's who of the global casino industry as leaders from around the world gather to discuss the future of the land-based sector.</p>		<p> ICE VOX Opening reception at the Capital Suite</p>	<p> WRA Reception (WRA Members Invite only)</p>
<p> Tuesday 7 February</p>	<p>The World Regulatory Briefing - Day 2 </p> <p>The session will give attendees the chance to meet with regulators, local operators & suppliers to discuss market entry and key jurisdictional issues, as well as impending regulatory change.</p> <p>WrB Roundtables will host the USA, India, Canada, Chile, Hungary, Africa, UK, South Africa, Brazil, and Western Europe.</p>	<p>MASTERCLASS: Enhancing the iGaming Customer Journey</p> <p>Optimising customer experience in iGaming (from scratch to finish).</p> <p>MASTERCLASS: The Evolution of Safer Gambling</p> <p>The evolution of safer gambling: Insights and examples from global operators and specialists about responsible gambling.</p>	<p> ICE VOX Networking drinks at the Capital Suite</p>	
<p> Wednesday 8 February</p>	<p>MASTERCLASS: Modernising Lotteries</p> <p>Keeping lotteries relevant (in the digital age).</p> <p>MASTERCLASS: Entering New Markets</p> <p>A technical toolkit of considerations when heading to new territories.</p>		<p> Entering New Markets drinks at the Capital Suite</p>	



This flagship meeting takes place every year at ICE VOX. It brings together policymakers, regulators and the industry to debate gaming's key regulatory, legal and compliance developments.

As regulated markets continue to emerge, others mature. The World Regulatory Briefing plays a vital role in communicating global gaming shifts, regulatory updates, new markets and the evolution of consumer protection. It is the only place where you can meet key stakeholders from multiple jurisdictions under one roof.

Attendees can expect in-depth discussions, presentations and our unique, country-specific roundtables, where delegates can stop off at different 'destinations' to meet the relevant regulator and gaming companies in an informal setting.



9.30am

Gaming Regulation in Focus

A deep dive into current global trends and technologies within the industry from a legislative and regulative perspective. Single customer view, artificial intelligence, self-restrictions, blockchain technologies and public perceptions of the industry.

- How can regulation and legislation keep up with technologies such as NFTs and Metaverse?
- Will public and political perceptions of the industry ever change

Anders Dorph, Director, Danish Gambling Authority

Isabelle Falque Pierrotin, Chairwoman, French Gambling Authority (ANJ)

Scott Benson, Member of Parliament, Conservative Party

Fedor Meerts, Head of Department, Holland Ministry of Justice & Security

10.30am

Break

11am

Leading Business Models of the Gaming Industry

In a world where compliance is on the increase, the appetite to enter new markets remains. This panel will discuss how easy it is to operate a catch-all gaming platform in the face of regulatory jurisdictional differences; the merits of a proprietary brand versus white label; self-developed content versus content from a third party; organic growth versus the acquiring model; and Europe versus the US.

Moderator: Quirino Manchini, Partner, Tonucci & Partners



11.50pm

The Future of the Gaming Business Model

Gaming has seen an increase in regulatory standards, yet banks and other financial institutions still lack confidence in the industry. They want to ensure proper safety measures are in place before providing their services, and the industry needs better cooperation between operators and banks.

- What needs to happen for the relationship between banks and casinos to change?
- Should casinos be seen as mainstream business partners?
- Responsible gambling is made better with help from Banks.

Andrew Zarnett, Managing Director, Head of Gaming, Investment Banking, Jefferies

Sanjay Saraf, Managing Director, Global Head eCommerce and Marketplaces, JP Morgan Chase & Co

12.40pm

Lunch



1.40pm

Moving the Dial with Financial Security

Revenue generation has historically been controversial within the industry. However, through the use of modern technologies, we can resolve the issues plaguing the industry's payments sector and start building trust through financial security.

- Using AML and KYC to change the way our industry is viewed by governments and the public.
- Open banking and the future of payments processing
- How do you combat fraud in I gaming?

Moderator: Simon Oaten, CFO Advisory Lead Partner, Deloitte

Joseph Watkins, Business Development Director Gaming, North America, FIS/Worldpay

Lindsay Slader, Senior Vice President of Compliance Gaming, GeoComply

Adam Rosenberg, Senior Advisor Gaming & Leisure, Blackstone



SPOTLIGHT

2.40pm

The Developing Opportunities across Latin America

With sports betting legalized in Brazil, iGaming legislation in place for Chile and Peru, and Uruguay looking to regulate. What more can we expect from others in the region who are making the transition from grey to white?

- How will the legislation of iGaming in Chile and sports betting in Peru change the LatAm landscape?
- Operating in a regulated Brazilian market.
- Overview of the region.

Moderator: Neil Montgomery, Founding and Managing Partner, Montgomery & Associados

Iuri Castro, Undersecretary of Lottery Regulation, Ministry of Economy

Andre Gelfi, Managing Partner, Brazil, Betsson Group

Karen Sierra-Hughes, VP Latin America & Caribbean, GLI



SHARED
EXPERIENCE

4 - 4.45pm

Advertising in Adversity

Advertising in recent years has begun to feel like a taboo. Many argue advertising is used by the customer to understand which operator is regulated, therefore but does this legitimize our advertising to the public? The industry needs to adopt new strategies for advertising and begin building trust with its audience.

- The future of advertising in iGaming with many in Europe now seeing it as a taboo.
- Moving from player acquisition to player engagement.
- A change in advertising and marketing strategies to fit the landscape.

Moderator: Cosmina Simion, Managing Partner, Simion & Baciu

Peter-Paul de Goeij, Managing Director, Netherlands Online Gambling Association

Maarten Haijer, Secretary General at the European Gaming and Betting Association

Shahriar Coupal, Director, Advertising Standards Authority

Björn Fuchs, Chief Digital Officer, Janshen-Hahnrahts Group

5pm 🍷 **WrB Reception Drinks & Social**



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9am

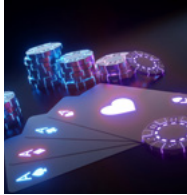
Global markets roundtables

A unique experience to sit down with country stakeholders and discuss the latest developments in global markets. The session will give attendees the chance to meet with regulators, local operators & suppliers to discuss market entry and key jurisdictional issues, as well as impending regulatory change.

WrB Roundtables will host the USA, India, Canada, Hungary, Africa, UK, Brazil, South Africa and Western Europe.

1pm Closing





The International Casino Conference (ICC) brings together the who's who of the global casino industry as leaders from around the world gather to discuss the future of the land-based sector.

The casino industry is going through a moment of evolution and adaptation. This candid and visionary conference allows the heads of industry to discuss new projects, gaming politics, emerging markets and developments, strategic design and the technology driving change in the sector.

Taking place the day before ICE gets underway in earnest, the ICC plays host to numerous industry stakeholders as well as thought-leaders from outside of the sector. It acts as the perfect curtain-raiser to the 2023/24 casino strategy.



TEN: THE BIG QUESTIONS

9am

Staying Relevant, Resilient & Profitable: Visions from European Casino Leadership

The European casino industry is evolving. European leaders gather to candidly discuss the need for change and help plot future scenarios around regulation, land-based versus online revenues and taking bigger steps towards securing future customers.

- Is there currently an effective dialogue happening between regulators and casino leaders?
- Is the industry resilient enough?
- How do casino industry leaders envision the future European business model and market?
- Are we doing enough to secure our future customer base?

Laurent Lassiaz, CEO, JOA Group

Tiina Siltanen, General Manager, Casino Helsinki & Casino Tampere

Erwin Van Lambaart, CEO, Casino Austria

Pascal Camia, Directeur Général, Monte-Carlo SBM, Société des Bains de Mer



SHARED EXPERIENCE

10am

Casino 2030 Entertainment

Global trends have shown us that entertainment spend is set to overtake gambling. Creating a meaningful and sustainable contribution to the experience economy is now a critical success factor for casinos. This panel will focus on the successes and failures of implementing a long-term entertainment & hospitality strategy.

- Why do entertainment projects fail?
- Are we making a long-term commitment to driving entertainment spend and attractive spaces for future customers?
- How does entertainment compliment different profit centres around the casino?
- How do we pivot our revenue models and casino floor to accommodate the growth of entertainment?
- Spotlight on examples of world-class casino entertainment

Simon Thomas, CEO, Hippodrome

Oliver Lovat, Chief Executive Officer, Denstone Group

Brad Friedmutter, Founder, Friedmutter Group Architecture & Design Studios

11am

Break



11.30am

The Psychology of Entertainment - the science of creating appealing omni-channel experiences

As the industry looks to widen its appeal beyond just gaming, we ask: what is the psychology of entertainment?

- what drives how people really think about entertainment, and what is the science behind this?
- how do these change in challenging times?
- What makes the most appealing experiences for guests?
- how do needs vary with different psychological traits?
- what appeals and reassures different segments? or puts them off?
- How can you optimise online / offline and hybrid experiences?
- How to reveal and scale new insights from your data?
- Where and how you can deploy these insights across the business?

Dan Thwaites, Chief Strategy Officer, Capuchin

Patrick Fagan, Chief Scientific Officer, Capuchin

12.45pm

Lunch



2pm

Perception versus Reality: Tackling gaming's biggest threat, the illegal market

- Understanding the current problem that exists outside of the regulated gaming space
- Why existing measures are not fully tackling the illegal gambling market
- Legal stakeholders: See, know, value & action the marketplace

Ismail Vali, Founder, Yield Sec



3pm

Overcoming the Workforce Challenge: Attracting and retaining talented employees from a diverse background

The entire hospitality sector is facing disruption to staffing levels as a result of the pandemic. It time for a shift in mind-set at boardroom level to create a working environment that attracts and retains new talent.

- Adapting the recruitment approach to meet the demands of the candidate-driven market
- How to encompass and encourage a more diverse workforce at C-suite level?
- How can changing the entertainment mix could encourage new types of candidates?

Moderated by: Ben Fried, Head of Betting and Gaming, SRI

Kirsty Lovebridge, Executive Vice President, People & Culture, AEG

Manuel Nieves, General Manager, Bellagio



4pm

Online Gaming Experts' Advice for Casinos: Overcoming macro challenges behind migrating online players to the land-based environment

- Adapting the land-based mind-set and requirements to prepare for an online operation
- Educating stakeholders (regulators, suppliers and partners) about land-based casino needs
- Focus on security, KYC and onboarding technologies in the expansion from purely land-based to online
- How can traditional stakeholder perception aid the land-based industry with its migration to online?
- Driving brand-loyal land-based customers to an online platform

Georg Wawer, Managing Director, Win2Day

Wolfgang Bliem, CEO, Casino Luzern

5pm 🍷 ICE VOX Opening reception at the Capital Suite

MASTERCLASS: ENHANCING THE IGAMING CUSTOMER JOURNEY

Tuesday 7th February 2023

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2pm

Welcome from the Chair

Christina Thakor-Rankin, Principal Consultant, 1710 Gaming Ltd

2.05pm

Masterclass keynote: Profiling your Consumers - Understanding each player's emotional and personal needs

- Overview of player demographics today - Who are our customers in iGaming?
- What are the basic and more complex needs of our customers?
- What is a typical audience segmentation and how does this play out with media trends?
- Best practice examples from different countries and other industries of profiling customers

Ulrich Gilot, Head of Media, Betsson

2.20pm

Simply the best for your players - Building the right onboarding experience

- How and why the players' onboarding process is all about the first impression and personalisation: Why you will succeed with these must-haves for your online platform
- How to create an onboarding process that does the job while entertaining players throughout their customer journey

Moderator: Lali Odosashvili, Business Development, North America, Hybrid Interaction

Alexander Martin, CEO, SKS365

Henk Wolff, Chief Marketing Officer, Blitz Online Casino

Eric Olders, CEO & Chairman of the Board, JVH Gaming & Entertainment

Sara Swec, Director of Product Management - Omnichannel Experiences, BetMGM

Daniel Sanders, Director of Marketing, Luckbox - Real Luck Group

3pm

Sports Illustrated Content Usage in its Customer Journey

- The Sports Illustrated brand - what it's known for and to whom
- Discussing the SI Sportsbook opportunity in the US sports betting landscape
- Showcasing SI Sportsbook unique content-based customer journey and retention focuses
- Customer journey and engagement tools – how it got implemented in the betting product

Noam Klivitzky, VP US Marketing, 888 Holdings

3.15pm

Break

3:45

Case study from Caesars Digital

Sharon Otterman, CMO, Caesars Digital

4pm

Optimising customer experience with frictionless payments

- How to create a frictionless payments experience that's easy for players to use and understand
- What frictionless payments mean from the operators' and from the players' perspectives
- Understanding the value of technology behind frictionless payments
- Ensuring safety for your players how payments have a crucial role in combating illegal activities such as fraud and money laundering
- How frictionless payments could be the key to long-term loyalty in iGaming

Moderator: Paul McNea, Director of Business Development, Bettormetrics

Gabriele Griesbacher, Global Director of Payments and Compliance, Entain

Jay Deuskar, Co-Founder & CTO, PrizePicks



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SPOTLIGHT

4.25pm

Creating a more personalised omnichannel customer experience for your players

- How to build a brilliant omnichannel customer experience that will have a positive impact on your players?
- Ensuring that you have the right marketing and strategic approach for a strong omnichannel offer
- What triggers players to move between channels?
- Embedding new technologies to make players even more engaged - Best practice examples
- How to integrate digital and physical experiences seamlessly and provide players with a consistent gaming experience

Simone Occhiuzzi, Digital Director, Lottomatica



SHARED
EXPERIENCE

4.40pm

Connecting customer experience with responsible and safer gambling

- How to improve the gambling journey with responsible gaming as a priority - Best practice examples
- How can operators do everything they can to make customer experience safe for players?
- Avoiding targeting people with gambling problems How can technology and the right strategy help you achieve this?

Peter ter Weeme, Chief Social Purpose Officer and VP, Player Experience, British Columbia Lottery Corporation

Gonzalo Perez, CEO, Apuesta Total

Dawn Himel, Deputy Director, Louisiana Department of Justice

5.20pm

Closing remarks



MASTERCLASS: THE EVOLUTION OF SAFER GAMBLING

Tuesday 7th February 2023



2pm

Safer gambling: The current State of Play

Global operators and specialists dissect the complex processes of responsible gambling. An in-depth look at the latest predictive A.I. and their effectiveness, identifying problematic behaviour and interacting with customers to change player behaviour. With a focus on achieving a sustainable outcome. This masterclass highlights the innovations and brings attention to the safer gambling initiatives developed by the industry.



2.15pm

Business Sustainability through Safer Gambling.

Operators looking to secure their business understand a business model's focused on safer gambling can bring longevity, ultimately leading to a secure and sustainable business. Our panel will reveal how sustainability can be achieved through the use of safer gambling initiatives, providing crucial insights for those in the industry.

- Using data to understand how your customer wants to play, instead of just to Implement more restriction.
- Is it responsible to use behavioral data for business development purposes?

Tom Mungham, CEO, The Alcohol and Gaming Commission of Ontario

Shelly White, CEO, Responsible Gambling Council

Don Bourgeois, Adjunct Professor, Masters of Financial Accountability, York University

Jane Palles, Group Head of Gambling Strategy, Flutter

3pm

Break



3.30pm

Single Customer View in Practice

The Single Customer View brings with it consumer protection as we've never before seen due to operators sharing data on an unprecedented scale. With the technology currently being implemented in the UK, it's only a matter of time before we begin to see more of its kind adopted in iGaming.

- How will regulation respond to the Single Customer View and others like it?
- Can the industry continue to collaborate to create Safer Gambling?

Ai Ishii, Business Development, nChain

Rolf Simms, Head of Corporate Affairs, Kindred



4.15pm

Land-Based and iGaming: Intersection of safer gambling protocols

The land-based sector has historically been at the forefront of the industry, and its need for responsible gambling is as important as its online counterpart. Affordability checks and other measures are crucial for both sectors, but each sector has different operational needs. In this session we will look at the effectiveness of the measures implemented between sectors and if there is any common ground found between the two.

Jay Robinson, Director Safer Gambling, Focal Research



4.50pm

Cross-jurisdiction online gambling

- Why are people doing it? What is the scale of this?
- Competitiveness vs. protection
- Impact of regulation – ads ban, limits on spent & play

Simon Vincze, Sustainable & Safer Gambling Lead, Casino Guru

5.05pm

Closing

MASTERCLASS: MODERNISING LOTTERIES

Wednesday 8th February 2023

9:00 am

Welcome from the Chair:

Cindy Polzin, First Vice President at North American Association of State and Provincial Lotteries & Director at Wisconsin Lottery

9:05am

What will the future bring for lotteries?

- Overview of the changing global landscape of the lottery market
- How will inflation and the current global economic environment affect consumers' gaming behavior and growth outlook?
- Do lotteries need to adopt a hybrid approach that merges retail and online for a successful future?
- What will be the lottery customer experience, and product, of tomorrow?
- Future predictions: What can we expect for lotteries in the next 5 years?

09:25am

Best practice: How digitalisation changed lotteries for good

- Our journey of how core product offerings can evolve with the help of technology, payment methods, and gamification
- Learning from our experience
- What were the hurdles?
- How can you expand your target audience with the help of digital tools?
- What is yet to come with digitalisation?

Cian Murphy, Chief Product & Digital Officer, National Lottery
Linnar Viik, Chairman of the Supervisory Board, Eesti Loto

9:55am

Understanding the real impact of the illegal market - What can we do about it today?

- Understanding the current status of the illegal market globally
- What comparative advantages do lotteries have in a digitized illegal gaming market?
- How is the illegal market impacting our players?
- What can we, as operators, do to keep our players safe?
- Discussing effective measures that will help the lottery market win the battle against non-authorized operators
- Best practice examples
- How can operators successfully collaborate with federal governments to tackle illegal markets?

Moderator: Itamar Pereira, Advisor, CAIXA Loterias S.A.

Vasileios Kasiotakis, ex-CEO, Maltco Lotteries Limited

Juan Franco, General Manager, F.F.L. S.A.S.

Tamas Dudas-Gyorki, Head of Marketing, Szerencsejatek Zrt

10:30am

Break

11:00am

Best practice: How digitalisation changed lotteries for good

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- Learning from our experience - What were the hurdles?
- How can you expand your target audience with the help of digital tools?
- What is yet to come with digitalisation?

Anders Kristoffer Holst, Managing Director, Varelotteriet

Ville Venojärvi, Vice President, Lottery Operations, Veikkaus Oy

TEN: THE BIG QUESTIONS

SPOTLIGHT

SHARED EXPERIENCE

SPOTLIGHT

MASTERCLASS: MODERNISING LOTTERIES

Wednesday 8th February 2023



11:30am

Embracing the change to keep up with younger audiences

- Brainstorming ideas to make lotteries more appealing and accessible to younger generations
- Showcasing the latest research on what younger audiences want
- What should be our main focus?
- How can the right marketing, gaming mechanisms and branding make lotteries attractive to Gen Z and Millennials
- Best practice examples
- What commercial strategies have proven to be effective to reach young people? Considering the media, sales channels, games and Metaverse
- How can we maintain and even reinvent our off

Moderator: John Teo, Executive Director & Company Secretary, Asia Pacific Lottery Association Ltd

Rose Hudson, President and CEO, Louisiana Lottery Corporation

Gregory Edgar, Executive Director, Arizona Lottery

Fotis Zisimopoulos, Chief Product Officer, OPAP S.A.



12:05pm

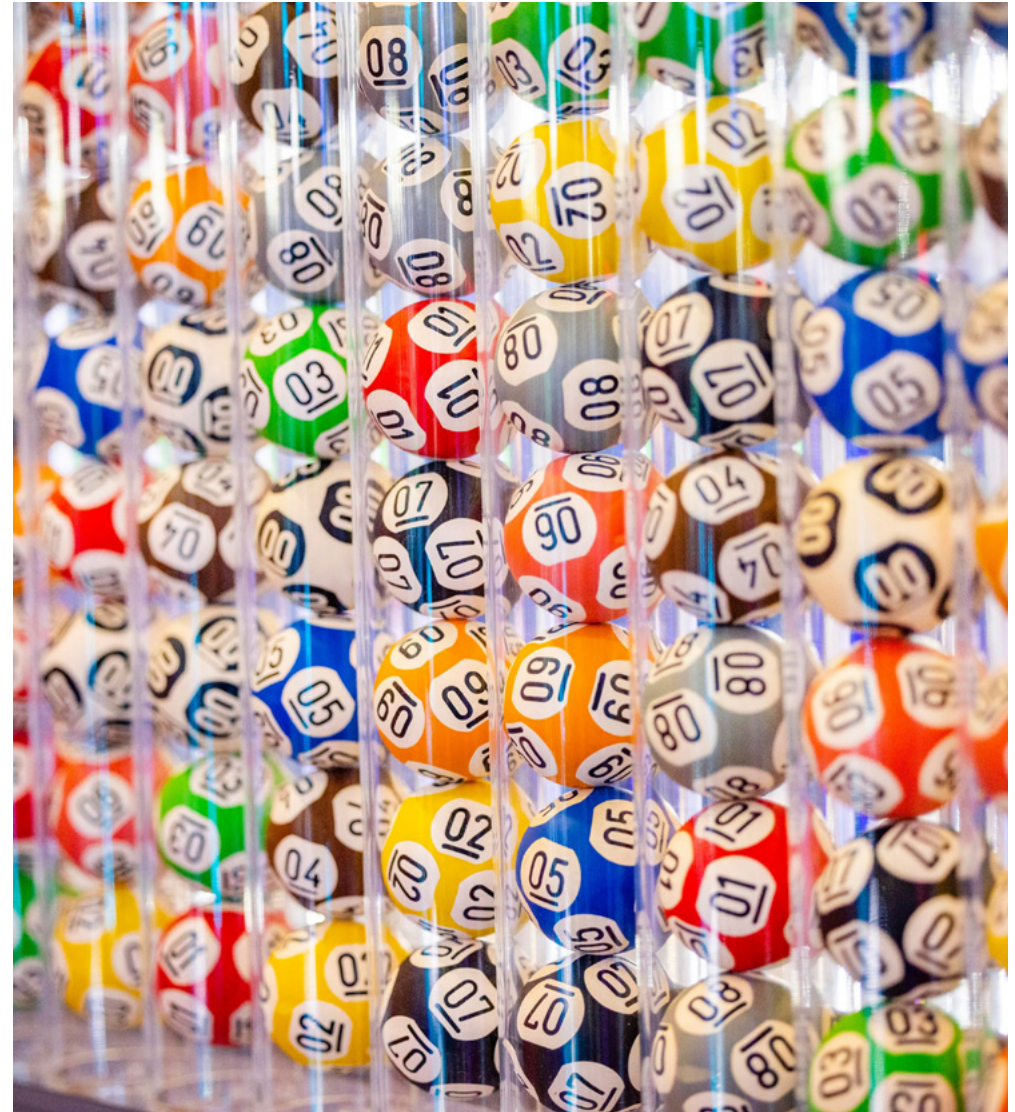
Expanding into new verticals while building around lottery as the core product

- Why we should perceive new verticals as complementary, rather than competition, to the core product
- What are the options for expanding into new verticals in lotteries?
- Examples of how sports betting, online casino, and horse racing can drive traffic to lotteries

Marko Stokuca, Gaming and Game Development Division Deputy Director, Croatian Lottery

12:25pm

Closing remarks



MASTERCLASS: ENTERING NEW MARKETS

Wednesday 8th February 2023

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9am
Opening

9.15am

American Gaming: Understanding the legal landscape

Learn about American regulation and legislation, and gain an understanding of iGaming compliance in the market. The session focuses on the legal processes, outlining what certificates and licenses are needed for anyone seeking to enter the market.

Martin Lycka, SVP for American Regulatory Affairs and Responsible Gambling, Entain

Susan Hensel, Partner, Hensel Grad PC

Adriana Minovic, Director of Compliance and DPO, Betsson Group

David Rebeck, Director, NJ DGE, State of New Jersey

10:30am

Break



11.35am

Understanding LatAm: How to operate in the market

Experts on the market reveal the different aspects a business needs to operate successfully in the market. A focus on securing partnership, understanding cultural implications and establishing payment frameworks.

Shai Rosenzvit, Head of iGaming, IVISA

Fernando Garita, Head International Business, BetCris

Florencia Brancato, Head of Global Market, Pinnacle Uruguay

Ari Celia, Co-founder & CEO, Pay4Fun



12:30pm

Unlocking Canada

The opening of the Ontario market has been a celebrated success. The market performance reports due to be released will outline the success brought by iGaming. This session will offer an insight into key challenges as well as outline strategies you can use to establish a solid foundation for your business.

Martha Otton, Executive Director, iGaming Ontario Project

Dave Forestell, Board Chairman, iGaming Ontario Project

Adi Dhandhania, Chief Operating Officer, Bally's Corporation

1:50pm

Closing