

standard GLI-21 Game Download System, which allows operators to safely deliver an extensive range of games and modify their offering to suit differing demographics, time of day etc. How can an operator optimise this system's flexibility to lower costs, increase profits and deliver a highly targeted product?

*Sylvie Linnard, COO, Cyberview*

4.40 **Close of day one**

5.00 – 6.00 **Networking Drinks**

## Wednesday 29th June Conference Day Two:

### 9.40 – 10.40 **Marketing across multiple platforms**

The proliferation of media platforms and channels is undoubtedly creating a wider range of opportunities for connecting with the customer and collaborating with partners to promote a product.

- How is gambling now being marketed - just another form of entertainment?
- Is the brand now more important than the platform? Examining the trend towards big brands entering the gambling sector.
- What will the UK Gambling Act now allow different sectors in terms of marketing?
- Is it possible to create an integrated marketing strategy across delivery channels or does each have its own dynamics and challenges?

*Peter Marcus, Marketing Director, Adsdotcom Ltd. & Spokesperson for InterCasino Group*

*Other speakers TBC*

### 10.40 – 11.10 **'Everyone's A Winner' case study**

Everyone's a Winner is a new sales promotion mechanic generating rich data and revenue, presented to the consumer in the form of a game. Available via, PRS, SMS, Java apps, Internet, iTV Red Button, Postal entry and kiosks in retail and leisure environments. Exploring the pain, pitfalls and shortcuts learnt bring a new product to market, especially how to gain consumer credibility and acceptability, and how to manage competitor resistance or regulatory hurdles.

*Andrew Egan, Executive Vice Chairman, Felix Group*

### 11.10 – 11.40 **Morning Break**

### 11.40 – 12.10 **Operator Panel: Hearing from the gambling operators and their gaming designers about their most recent multi-platform projects**

Business drivers, challenges and visions for the future; How do you remain true to the game whilst delivering on different platforms; How do you keep the gameplay and customer experience consistent?

*Chris Ash, Managing Director, Ash Luecker Ltd. (speaking about their multi-platform gambling concepts for clients including William Hill)*

*Tom Johnson, Head of Product Development, Betfair*

*Other speakers TBC*

### 12.10 – 12.40 **Getting the back office working for you**

How can the back office efficiencies of the online and mobile gaming operators and payment service providers be improved? Addressing the challenges associated with risk and fraud management; call centre dynamics; process management; customer segmentation, billing and age verification.

*Nick Kennett, Director, Edgar Dunn & Company*

*Patrick Irwin, Business Development Manager, Mobile365*

### 12.40 – 2.00 **Lunch**

### 2.00 – 2.50 **Skill gaming: Exploring one of the largest and fastest growing markets within the online sector**

- What is skill gaming? Overview of the world market
- Can a skill game significantly increase the value of an online gaming market?
- What are the marketing benefits of running a skill gaming site in regards to legal advertising on portals, access to the US market etc.?
- Converting an existing skill gamer into an online gambler: How does the profile of a skill gamer differ from that of an online gambler?

*Anton Kaszubowski, Managing Director – Europe, FUN Technologies (owners of SkillJam)*

*Anne de Kerckhove, Chief Operating Officer, Inspired Broadcast Networks*

*Other speakers TBC*

### 2.50 – 3.30 **Gaming Platforms: Current experiences, future views**

A gaming software developer's view of the key platforms - fixed internet, mobile, kiosks and iTV

- Features and benefits of each platform
- Current trends and issues
- Player / consumer patterns
- Operator demands
- Future forecasts.

*Lee Richardson, Chief Executive, Chartwell Games Corp.*

### 3.30 – 4.00 **Afternoon Break**

### 4.00 – 4.40 **Closing Panel:**

What will the gambling industry look like in five year's time? Will we see continuing cross-platform activity for the leading gambling operators or will some retreat to their core competencies having stretched themselves too thin? Will we see consolidation in the industry as a few 'super brands' push out the smaller or brand-weak players? Will big names from outside the industry gained a stronghold as gambling becomes just another form of entertainment? These and other key questions will be explored in our frank closing discussion

*Speakers TBC*

### 4.40 **Close of conference**

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