

SAVE up to £450 - book by 12 January

enlightenment



Monday, 5 February - Wednesday, 7 February 2018
ExCeL London, UK

ICEVOX 
Paradiso

For more information on ICE VOX, visit icetotallygaming.com/ice-vox

Your New ICE VOX Schedule - Daily Snapshot

Monday, 5 February	Tuesday, 6 February	Wednesday, 7 February
ICE VOX Headliners	ICE VOX Headliners	ICE VOX Headliners
World Regulatory Briefing (WrB, Day One) Full day (first of two) - Platinum Suite, ExCeL London, UK	World Regulatory Briefing (WrB, Day Two) Full day (second of two) - Platinum Suite, ExCeL London, UK	Blockchain Full day - Platinum Suite, ExCeL London, UK
The International Casino Conference (ICC) Full day - Platinum Suite, ExCeL London, UK	Data Science & Personalisation Full day - Platinum Suite, ExCeL London, UK	Cybercrime & Security Full day - Platinum Suite, ExCeL London, UK
	eSports Full day - Platinum Suite, ExCeL London, UK	Modernising Lotteries Full day - Platinum Suite, ExCeL London, UK
	Game Design & Development, incl. Game to Watch Competition Full day - Stand N7-450, ICE Show Floor, ExCeL London, UK	Sports Betting USA Full day - Platinum Suite, ExCeL London, UK

International Casino Conference (ICC)

How Casino Leaders are Changing Land-Based Entertainment

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Monday, 5 February 2018 - ExCeL London, UK

09:30	Opening from the Whip and Sli.do Voting
09:45	Big Discussion: What is the Economic Impact of Gaming? <ul style="list-style-type: none">How does the industry quantify and define the social and economic impact of gaming?What will this information do to contribute towards public, governmental and shareholder engagement?Do we understand and effectively communicate the positive social footprint online gaming has?Let's examine some existing social/gaming projects Senator William Coley II, Ohio Ernie Stevens, Jr, Chairman, National Indian Gaming Association
10:45	Keynote Interview: Sarah Harrison, MBE, CEO, UK Gambling Commission – Is Responsible Gambling Enough? <p>During this keynote session, the UKGC CEO will focus on their on-going commitment to enforcing responsible gambling measures, consumer protection and how operators must go beyond the minimum. Sarah will be interviewed onstage, and using slido the audience will be able to vote on particular parts of the session.</p>
11:15	Networking Break
11:45	ICC Opening Speech by Per Jaldung
12:00	A Global View of Corporate Social Responsibility <ul style="list-style-type: none">Understanding the role of the casino in promoting responsible play: creating a safe, non-judgemental spaceStaff training and the appropriate level of employee intervention in customer gamblingData analysis and profiling customers as preventative measureGameSense as a tool for empowerment and increased responsibility Moderator: Pieter Remmers , Secretary General, European Association for the Study of Gambling Alan Feldman , Executive Vice President, MGM Resorts Susan Dolinski , Vice President, Communications and Social Responsibility, British Columbia Lottery Corporation Mike Rothwell , Managing Director - EMEA, Caesar's Entertainment Blaine Graboyes , CEO, GameCo Tracy Damestani , CEO, National Casino Forum

Susan Dolinski
Vice President, Communications
and Social Responsibility,
British Columbia Lottery Corporation

12:45	Lunch Break
13:40	A Year in the Life of a Japanese Integrated Resort <ul style="list-style-type: none">Recapping the regulatory progress of 2017-2018 in JapanLooking forward: what would be the effects of legalising poker in Japanese resorts?The regulator's role in driving IR profitability: taxation, smoking restrictions, bingo parlours and VLTsThe draw of Japan as gateway to adjacent Asian marketsThe practical implications of recruiting for and staffing what could be the second largest global casino market Moderator: Jan Jones , EVP Public Policy, Caesar's Entertainment Edward Tracy , CEO, Hard Rock Japan Ed Bowers , Executive Vice President, Global Development, MGM Resorts Geoff Davis , CFO, Melco Resorts Akira Kurita , IR Specialist, Hakuhodo



Continued...

International Casino Conference (ICC)

How Casino Leaders are Changing Land-Based Entertainment

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Monday, 5 February 2018 - ExCeL London, UK

14:20 International Casino Conveyor Belt

Casinos are returning to centre-stage of the international gambling scene. Follow us on our route around the world from the very early stages of regulatory development in Brazil, to the implementation of an action plan in Cyprus and more developed casino and IR markets in Latin America. How will Brazil produce a regulatory framework for casinos which supports tourism and doesn't isolate an anti-gambling population? Now that Cyprus has agreed on legislation, what will the realities of building and operating its first resort mean for the country? What happens when there is saturation in fully-developed IR markets like Panama: where do the opportunities come from?

- A casino model for Brazil? The value of integrated resorts and increased tourism to Brazil's gaming agenda
- 2020 Vision: what will be the impact of Cyprus' first casino on the economy in two years?
- Looking at LatAm: Opportunities for casino development in Colombia, Panama and Paraguay
- Protecting the customer with unobtrusive security: the heightened importance of physical safety measures in the current global environment

Francisco Vidal, COO, **Sortis and Golden Lion Casinos**

Luiz Felipe Maia, Founding Partner, **FYMSA Advogados**

Per Jaldung, CEO, **Casino Cosmopol**

Janny Wierda, Vice President – Security and Responsible Gambling, **Holland Casino**

Nick Tofiluk, CEO, **Cyprus Casino Supervision Commission**

15:00 Networking Break

15:20 Market Development, M&As and Strategy

- The increasing importance of venture capitalists in a market historically dominated by suppliers
- What do private equity investors offer small operators in terms of international development?
- An international supplier's view of future market growth...
- The effect of future regulation and a lack of harmonisation on investment opportunities

Moderator: **Katie Lever**, Executive Vice President and General Counsel, **Baha Mar**

Gavin Isaacs, Vice Chairman of the Board, **Scientific Games**

Mike Rumbolz, CEO, **Everi Holdings**

Jim Allen, Chairman, **Hard Rock**

16:00 EU Regulatory Quick-Fire: Reflections on 4th AMLD, Strategies for GDPR and Advertising Rules

- Reflecting on the 4th Anti-Money Laundering Directive: implications for European casino operators, and the increasing importance of Source of Wealth and Source of Funds
- Collecting the data required for 4th AMLD whilst still complying with GDPR – is it possible?
- Understanding how the consent of the client affects casinos' data storage and sharing, and IT security and GDPR
- Restrictions on advertising: implications for casino profits and responsible gambling

Moderator: **Phillipe Vlaemminck**, Managing Partner, **Pharumlegal**

Hermann Pamminer, Head of CSR, **Casinos Austria**

Erica Young, Sector Specialist – Casinos, **UK Gambling Commission**

Juan Espinosa García, Director General of Gaming Regulation, **Ministry of Finance of Spain**

Claire Pinson, Head of European and International Affairs, **ARJEL**

17:00 Taking Commercial Advantage of Innovation Efforts

- Incorporating virtual reality onto the casino floor
- Harnessing the popularity of eSports for profit in the land-based space
- The future of online and land-based convergence: will all online operators need bricks-and-mortar operations as well?
- Looking back on skill game trials: why didn't they have the desired effect?
- Cash restrictions and payment solutions
- Building a new casino image with an innovative marketing strategy

Marko Hurme, Vice President – Casino Operations, **Veikkaus Oy**

Felix Rappaport, CEO, **Foxwoods**

Yuri Cameron, Director - Gaming Analytics, **Caesar's Entertainment**

Pascal Camia, Executive Vice President of Gaming Activity, **Monte-Carlo Société des Bains de Mer**

17:45

End of ICC

Jim Allen
Chairman,
Hardrock
International



DAY ONE - 5 February 2018


09:30	Opening from the Whip and Sli.do Voting Should regulators and industry work together or separately? Yes/No
09:45	Big Discussion: What is the Economic Impact of Gaming? <ul style="list-style-type: none">• How does the industry quantify and define the social and economic impact of gaming?• What will this information do to contribute towards public, governmental and shareholder engagement?• Do we understand and effectively communicate the positive social footprint online gaming has?• Let's examine some existing social/gaming projects Senator William Coley II , Ohio Ernie Stevens, Jr , Chairman, National Indian Gaming Association
10:45	Keynote Interview: Sarah Harrison MBE , CEO, UK Gambling Commission
11:15	Networking Break
11:45	GDPR Updates and Impacts Panel With the rapidly approaching enforcement date of the new EU General Data Protection Regulation (GDPR) and the potential of heavy fines levied against any organizations in non-compliance, data privacy is at the forefront of European gambling companies today as they must consider the directive's impact on their existing and future operations.
12:45	Sli.do Voting
12:50	Lunch Break
13:40	Future Tech: Future Regulations – Working Groups Is the rate of technology moving too fast to regulate? How do we continue to safeguard, consumers and the regulated industry with a perpetual influx of new technology. The opportunity for collaboration between industry and regulator is strong when it comes to technology development and exploration. During these working groups, selected regulators and the industry will spend 30 minutes discussing barriers to new tech regulation and research. <ul style="list-style-type: none">• eSports• RG Tech• Blockchain• Skill-Based Gaming• Crypto Currency Juan Espinosa Garcia , Directorate General for Gambling Regulation, Spain Chris Sullivan , Remote Investigations Manager, UK Gambling Commission Arjel



14:40	India Briefing With the recent news that sports ministry are laying the ground work for legalised sport betting across the country, this briefing session will focus on the potential formation of a sports betting law, potential timelines and of course the shape and size of the market. Gaurav Gaggar , Partner, Gaggar Partners Roland Landers , CEO, All India Gaming Federation
15:40	HAPPY HOUR! After a hard day's learning, we kick off Happy Hour with a few drinks while you absorb some fascinating lessons from our Closing Headline Sessions
15:45	The New World Café Join WrB for our regulatory table. On each table you find the local regulator, gaming association and legal representative of the region in question. During the allotted time, you will have the chance to attend 3 mini briefings and Q&A's. Some of the things you might like to discuss: <ul style="list-style-type: none">• Current state of play in the region: Operationally ready, or on the horizon?• Cultural customs and measures unique to that (emerging/developing) jurisdictions• Regional licence specifics• Regional expansion potential THE NETHERLANDS Justin Franssen , Partner, Kalff Katz & Franssen EASTERN EUROPE: ROMANIA, POLAND, CZECH REPUBLIC Dan Iliovici , President, National Office for Gambling, Romania Piotr Dynowski , Partner, Bird & Bird EAST AFRICA: KENYA, TANZANIA, UGANDA GERMANY Wulf Hambach , Partner, Hambach & Hambach Dr Wolfgang Clement , Former Prime Minister, North-Rhine Westphalia Renatus Zilles , Chairman, DVTM SWEDEN
17:00	End of WrB Day One

Senator William Coley II, Ohio



DAY TWO - 6 February 2018		DAY TWO - 6 February 2018	
11:00	Opening from the Whip and Sli.do Questions	14:30	The LatAm Forum The LatAm region is thriving with gaming opportunities, this session will take a look at opportunities in recently regulated countries, business culture and building a tool kit for your LatAm expansion. Moderator: Cristina Romero de Alba , Partner, Loyra Abogasdo Liliana Viveros , Head of Innovation & New Business, Coljuegos, Colombia Miguel Ochoa , President , Aieja, Mexico Javier Balbuena , President, Conajzar, Paraguay Juan Perez , President Coljuegos, Ministry Finance Colombia Mansueto Almeida , Secretary Economic Development SEAE, Ministry of Finance Brazil
11:10	European Union Keynote: The Future for Gaming Politics and the Economy: Brexit & Beyond		
11:40	Localising Your African Expansi Strategy Understanding the business and cultural environment of working in Sub-sahara Africa, this briefing will give run-down of commercially viable regulated markets as well as future countries of interest, with regulation in their midst. We will discuss Kenya, Nigeria, Uganda, Tanzania and Ghana and how to access their valuable consumer base as an international operator/investor. Michael Meadon , Enterprise Solutions & GRC Market Development Lead, Thomson Reuters Nigel Quadros , CEO, Supabet		
12:45	Lunch Break	15:30	HAPPY HOUR! After a hard day's learning, we kick off Happy Hour with a few drinks while you absorb some fascinating lessons from our Closing Headline Sessions
13:45	Critical Issues Facing Asia Regulated Markets As the global gaming industry's fastest growing region, Asia offers numerous opportunities for operators and manufacturers who look to it for expansion. But, with this growth comes numerous challenges facing organizations exploring the potential for success in the market. 	15:45	The New World Café Join WrB for our regulatory table. On each table you find the local regulator, gaming association and legal representative of the region in question. During the allotted time, you will have the chance to attend 3 mini briefings and Q&A's. <ul style="list-style-type: none">• Current state of play in the region: Operationally ready, or on the horizon?• Cultural customs and measures unique to that (emerging/developing) jurisdictions• Regional licence specifics• Regional expansion potential USA Susan Hensel , Director, Bureau of Licensing, Pennsylvania Gaming Control Board Brazil Mansueto Almeida , Secretary Economic Development SEAE, Ministry of Finance Brazil Asia: Philippines, Vietnam Latin America: Paraguay, Peru, Chile, Colombia Liliana Viveros , Head of Innovation & New Business, Coljuegos, Colombia Miguel Ochoa , President , Aieja, Mexico Javier Balbuena , President, Conajzar, Paraguay West Africa: Nigeria, Ghana UK: Consumer Protection UK Gambling commission
15.30	Break	17:30	End of WrB Day Two

Sarah Harrison MBE
CEO, UK Gambling Commission



Data Science & Personalisation

Why Big Data and Machine Learning is the Only Way Forward for Personalisation

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Tuesday, 6 February 2018 - ExCeL London, UK

11:00	Opening from the Whip and Sli.do Voting
11:05	Headline Industry Fireside Chat One of the UK's leading online bookmakers with a strong track record of innovation. This business has seen rapid growth over the last few years, driven by a focus on cutting edge technologies and digital trends such as mobile and agile software development. CEO of Sky Betting & Gaming will give us insights into their approach to personalisation, customer experience and the role of Big Data. Richard Flint, CEO, Sky Betting & Gaming
11:25	Outside Industry Perspective – Leveraging Artificial Intelligence What can we learn from Financial Services and other industries about gaining insights into our clients and avoiding regulatory fines by leveraging Artificial Intelligence? Bookmakers handle massive amounts of data, but the learning curve of how to extract the most value from it is steep. In this session Michael Berns a seasoned Fintech and AI veteran will give insights into the power of AI and Machine Learning when dealing with Big Data. We will understand how those methods are widely used in other industries like financial services; how FinTech and RegTech are revolutionising the financial services industry and how those lessons could be implemented into the gaming industry. Michael Berns, FinTech and AI Expert
11:45	FUNNEL ANALYSIS CASE STUDY Funnel Analysis in Gaming - Retention, Monetisation, and AB testing Quentin Martin, Head of Social Poker, Rational Group
12:00	PREDICTIVE ANALYTICS CASE STUDY Advanced techniques to data mine and build a predictive model that encompass a whole variety of data
12:20	PERSONALISATION INTERACTIVE CLINIC How far we can take personalisation in the future? <ul style="list-style-type: none">• Do you feel your business is prepared to meet the challenges of new personalisation technologies such as AR and VR?• Do you have a clear understanding of the challenges of personalisation for these new technologies?• Do you know what personalisation tools to prioritise now and into the next 6-12 months? Moderated by: Mark McGuinness, iGaming Futurologist, Mainstream Marketing & Communications Kevin Williams, AR/VR Consultant Daniel Lehnberg, Product Manager, Pokerstars
13:00	ADVANCED ANALYTICS CASE STUDY Advanced data analytics driving retention, acquisition, turnover and profit
13:20	Lunch Break

14:20	CASE STUDY - Machine Learning
14:40	CASE STUDY - Big Data To Identify Problematic Behaviour & Enable Responsible Gambling Graham Weir, Head of Responsible Gambling, Ladbrokes Coral
15:10	CASE STUDY - Behavioural Marketing Case study behavioural marketing: how do you achieve true one-to-one communications with consumers regardless of their chosen device, browser or channel?
15:30	FIRESIDE CHAT WITH VEIKKAUS: BEING A DATA DRIVEN BUSINESS As the largest gaming agency in Finland responsibility is at the core of Veikkaus's gaming ideology. In Finland gambling is nationalised and all proceeds go into social infrastructure, such as arts, science, youth work and promoting sports and fitness. In this session we will understand how the company is using Big Data analytics to create a 360-degree view of customers, to improve digital marketing efforts and to identify those who show signs of gambling addiction. Veikkaus Oy



Richard Flint
CEO,
Sky Betting
& Gaming

Continued...

Data Science & Personalisation

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Sarah Sculpher
Chief Marketing Officer EMEA,
Caesars Entertainment

15:50	<p>EXPERTS IN ACTION Short, sharp and snappy demonstrations highlighting the latest technology and understanding how to apply it to improve margins</p> <p>5 KEY THEMES:</p> <ol style="list-style-type: none">1. Predictive Analytics2. Adapting Business model3. Tracking problematic behavior4. Enabling Data Science5. Personalised pricing <p>Dan Wiegenfeld, Senior Vice President & GM, GSN (TV & Games) Francesco Borgosano, Senior Manager Quantitative Analysis, BetStars Sarah Sculpher, Chief Marketing Officer EMEA, Caesars Entertainment</p>
	<p>HAPPY HOUR! After a hard day's learning, we kick off Happy Hour with a few drinks while you absorb some fascinating lessons from our Closing Headline Sessions</p>
16:50	<p>CLOSING WRAP UP PANEL Having taken into account the discussions from today how do we ensure that ICE VOX makes a difference to our business</p> <ul style="list-style-type: none">• Strategic goals for the gaming industry• How can gaming operators, data analysts and technology providers better collaborate to advance data science and personalisation in the industry?• Key lessons, takeaways, next steps, and actions <p>Francesco Borgosano, Senior Manager Quantitative Analysis, BetStars Sarah Sculpher, Chief Marketing Officer EMEA, Caesars Daniel Lehnberg, Product Manager, Pokerstars; Independent Consultant Richard Flint, CEO, Sky Betting & Gaming Michael Berns, FinTech and AI Expert Moderated by: Mark McGuinness, iGaming Futurologist, Mainstream Marketing & Communications</p>
17:15	<p>CLOSING HEADLINE VOICE What can the gaming industry learn from FinTech Innovation: from Robo-Advisors to Goal Based Investing and Gamification The Wealth Management industry like the gaming industry is entrenched in a period of profound transformation due to technology, consumer behaviours and regulation. It is critical that both industries prepare for continuous change, building a successful agenda for digital innovation. This fascinating talk will explore how organisations need to deal with the next wave of disruption, giving executives from leaders to front-line workers insights into how they can start thinking of disruption as both a threat and an opportunity Paolo Sironi, FinTech Thought Leader/Author</p>
17:35	<p>End of Data Science & Personalisation</p>

11:00	Opening from the Whip and Sli.do Voting	14:40
11:10	When Will the Bubble Burst? It's clear to see that the industry is experiencing a lot of investment and general attention from various sectors. Some believe this has caused the market to become overvalued and it's a bubble that's bound to burst at some point in the near future. Will you be ready when it does? <ul style="list-style-type: none">• Market overview and forecast• Highlights of the biggest M&A deals in the market and what they mean for you• Is the market overvalued? Mike Stubbs , eSports Expert and Writer for BBC, The Telegraph, Forbes, Vice, Red Bull	
11:45	NOT Just Another Sport! Many operators attempting to enter this space have fallen for the popular mistake of treating eSports just like any sport. However there are key differences that must be observed if you are to truly engage this nascent audience. <ul style="list-style-type: none">• Offering relevant betting markets• Why is skin betting more popular than cash betting? Should operators offer non-financial betting incentives?• Ways to give spectators added value instead of just offering wagering opportunities Moderator: Mark McGuinness , Director, eSportsbet.com John Parker , Head of Sport, M&C Saatchi Sport & Entertainment James Dean , Managing Director, Turtle Entertainment - ESL UK Marco Blume , Trading Director, Pinnacle Sports	
12:30	Lunch Break	
13:35	Gaining the Trust of the eSports Community Gaming can be very tribal at times and outsiders aren't always welcomed with open arms, especially if you are not seen as being part of the community or culture. This session will explore ways to gain authenticity and acceptance within the market. <ul style="list-style-type: none">• Building partnerships• Using social influencers• Reaching target market Simon Best , eSports Sponsor & Talent Manager, MCM Comic Con Jodie Fullagar , Head of Entertainment, M&C Saatchi Sport & Entertainment Adam Savinson , Head of eSports, Betway Group Pontus Eskilsson , Senior Partnerships Manager, EMEA, Twitch	

What's Your Game? eSports is such a general term. In reality each gaming title should be treated as an individual sport within itself. They each have different rules, audiences, betting opportunities and market sizes. Picking the right titles to offer is business critical. <ul style="list-style-type: none">• The most popular games (sports)• The rise of console gaming• Which games (sports) offer the most opportunity? Moderator: Benjamin Föckersperger , Co-Founder / Chief Esports Officer, esports.com Luca Pagano , CEO & Co-Founder, Qlash (professional eSports team) Victor Martyn , CEO, GosuGamers.net
HAPPY HOUR! After a hard day's learning, we kick off Happy Hour with a few drinks while you absorb some fascinating lessons from our Closing Headline Sessions
Working with the Publishers Many believe that the key to real progress being made with wagering on eSports and it actually becoming a mainstream product is collaboration with publishers. However they are notoriously adverse to the gambling industry, despite the sheer numbers that are becoming increasingly difficult to ignore. <ul style="list-style-type: none">• Why are publishers so important to the progress of the industry?• What can be done to increase collaboration with publishers?• How do they really view the gambling industry? Jas Purewal , Partner, Purewal & Partners
Regulatory Update – How are we Encouraging Responsible Gaming? An overview of the key regions and their stance on eSports. Latest legislation and what is being done to encourage responsible gambling. Ian Smith , Commissioner, eSports Integrity Coalition (ESIC) Brad Enright , Technical Compliance Manager, UK Gambling Commission Carl Brincat , Deputy General Counsel, Malta Gaming Authority
End of eSports

Game Design & Development

Explore the *Real* Future of Game Design

SAVE up to £450 - book by 12 January

Tuesday, 6 February 2018 - Stand N7-450, ICE Show Floor

- 11:00

Design Thinking Studio: Getting your game ready for the next big disruption – which surface will take over mobile?

How do we develop games which have a clear path of technology adoption, rather the other way round? Have new technologies such as virtual reality been as successful as we once thought? Many new technologies are not taking due to their route to adoption. How do we develop game design disruptions that are already application ready?

 - Trends which have a clear path of adoption, the key to sustainable gaming design
 - Going beyond the screens, creating fundamental game play ethics
 - Assessing player behaviour consumer research and truly translating it into relevant games
 - Getting the right dynamic: Software first, application second
- 11.45

Game development, game changer with ‘Feeling-first’ design

What emotions do you want your players to feel? Creating games with feeling based touch-points to create virtual sensations in a competitive landscape.
- 12.30

Lunch Break
- 14.45

Design Thinking Studio : The key to attracting younger players through game design, bridging the gap between the video game and gambling design

Harnessing video game values into traditional casino games. Capturing consumers at the intersection of video gaming and casino gaming

The younger player paradigm: Looking to outside Industry consumer demographics to design games to attract younger audiences. Are we really thinking millennial audiences when we are devising games, what design elements engage with them, and how capture their imaginations and feedback.
- 15.15

Optimising yours skill-based, game design. Expanding your game play, whilst combining mathematics with skill elements.

 - What are your skill-based options, success examples from this growing category
 - What works and what doesn’t.: Understanding your design limitations
 - The perfect storm, creating the ultimate combination to create those once with them, and how to capture their imaginations and feedback

- 15.45

Designing products for the chance based connoisseur

With the overwhelming focus on satisfying millennial appetites and developing skill-based offerings, it is easy to overlook the loyal slot player

 - How can slot design evolve with consumer design trends and keep up with other game channels.
 - Slot success stories and how to incorporate their design elements into your development process.
- 16.15

Design Thinking Studio: What is the future of mixed reality game design?

Mixed reality is an exciting prospect as we have seen the progression of VR & AR into the game design mix. So how can we apply mixed reality into design and development and how will this change the future of the look and feel of the traditional casino game.
- 16.45

Game to Watch Competition

Now its 5th year GTW at ICE will feature exciting concepts and game design yet to reach the mainstream market. Our expert judging panel will see 5 pitches, ask questions and hand to the floor to vote for their favourite or most promising one.

Find out how to enter below...

End of Game Design & Development

GOT WHAT IT TAKES? YOU'VE GOT UNTIL 22 DECEMBER

Game developers from around the globe are invited to enter our Game to Watch Competition as part of ICE VOX Game Design and Development programme. In 2018 our shortlist of 5 indie developers will have a bigger platform than ever to present their games to our panel of entertainment experts; the competition taking place right on the exhibition floor alongside ICE VOX Happy Hour.

5 shortlisted developers will each have five minutes to pitch, followed by a round of judges questions and an audience vote - with the winner announced live at the show.

The entry deadline is Friday, 22 December 2017, with the shortlist announced in January.

If you are interested in getting your entry form, contact sadie.walters@clarionevents.com.

Blockchain

Better Understand Blockchain, Avoid the Risks... Reap All the Rewards

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Wednesday, 7 February 2018 - ExCeL London, UK

11:00	Opening remarks from Chair Patricia Lalanda, Partner, Loyra Abogados and Sli.do Voting
11:10	Outside Industry Keynote: The Use and Applications of Medical Technology Dr Kevin Fong, Co-Director of the Centre for Altitude, Space and Extreme Environment Medicine and Honorary Senior Lecturer in Physiology, University College London
11:50	Connect the Blocks: Understanding Blockchain Technology <ul style="list-style-type: none">Key terms defined: digital ledger and cryptocurrency – what do they mean and how do they work?Configuring the blockchain: interlinked coding, immutability and transparencyThe two primary applications of blockchain technology: payments and automated transfer of dataWho is already using it? Imogen Bunyard, COO and Co-Founder, Qadre
12:40	Lunch Break
13:40	Harnessing a Hybrid Solution: Applications of Blockchain for Traditional Online Operators <ul style="list-style-type: none">Accepting crypto payments: quicker pay-ins and settlements versus a risk of hackingCrypto pay-outs: weighing up increased efficiency against the risk of money-laundering implicationsThe challenges of KYC, due-diligence and creating a blockchain that facilitates complianceBookmakers and the future of in-house cryptocurrencies? Britt Boeskov, Chief Programme Officer, Kindred John Caldwell, Director of Advocacy, Casino Coin Foundation Jose Antonio Esteban Sanchez, Product CTO, Codere Iarfhlaith Kelly, CTO, Matchbook.com Ankur Maheshwari, Director of Research, TechRacers
14:20	Regulators Question Time <ul style="list-style-type: none">Does legalising blockchain trigger a mass rollout for operators?Who makes the rules: can blockchain be regulated or does it regulate itself?Regulating outside the box – where does this entirely original technology fit in with existing data and payments regulation?Could regulators deploy blockchain to aid with their roles? Moderator: Patricia Lalanda, Partner, Loyra Abogados Clement Martin Saint Leon, Head of Economic Affairs, Consumer Protection and Prospective, ARJEL Joseph Cushieri, Chairman, Malta Gaming Authority Atle Hamar, Director General, Norwegian Gaming Authority Chris Sullivan, Remote Investigations Manager, UK Gambling Commission Representative, Danish Gambling Authority Guillermo Olagüe Sánchez, Sub-Director of Gaming Regulation, Ministry of Finance and Public Function of Spain
15:00	Funfair.io Game Demonstration

15:30	Meet the Blockchain Operators <ul style="list-style-type: none">In tech we trust: Random number generators, SmartContracts, and provable fairness explainedThe elimination of the house edge in blockchain casinos – pros for the player and the operatorPeer-to-peer betting on the blockchain: can traditional sportsbooks compete?How does the world's first blockchain lottery work? Vasily Polynov, Head of Communications, TrueFlip Tomas Draksas, Co-Founder, Edgeless Casino Jez San, Founder, Funfair Technologies
	HAPPY HOUR! After a hard day's learning, we kick off Happy Hour with a few drinks while you absorb some fascinating lessons from our Closing Headline Sessions
16:10	ICOs and the Wisdom of the Crowd <ul style="list-style-type: none">Raising millions in seconds and elevating the customer through financial power: the rise of the ICOWhat will the growth of the ICO marketplace mean for traditional venture capitalists and gaming investors?Spotting a fraudster – choosing your ICO wisely Chris Sullivan, Remote Investigations Manager, UK Gambling Commission
16:40	Strength Through Unity Roundtables: the Need for a Collaborative Approach to Blockchain in Gambling <ul style="list-style-type: none">Attracting tech talent to gambling: challenges for operators and regulatorsHow can operators better communicate data about UX and players' needs to help inform regulatory framework?What will operators, regulators and suppliers need from each other in order to ensure the smooth introduction of blockchain into the gaming world?
17:30	End of Blockchain



Dr Kevin Fong, Co-Director of the Centre for Altitude, Space and Extreme Environment Medicine and Honorary Senior Lecturer in Physiology, University College London

Cybercrime & Security

How to Protect Yourself from Increasingly Sophisticated Cyber Attacks

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Wednesday, 7 February 2018 - ExCeL London, UK

11:15	Opening from the Whip and Sli.do Voting	15:10
11:30	Identity Verification & Fraud Prevention: Protecting Against Fraudsters, Not Pushing Away Players <ul style="list-style-type: none">Closing the loop between security and antifraud activities: investing the effort to work togetherHow can you tell if a customer is fraudulent if they are using stolen credentials?Balancing the need to comply with verification processes alongside the fear of deterring players: exploring ways to streamline the verification process with minimal operational impact Gon Kemeny , VP Security & Cyberdefense, 888 Andy Atha , Head of Fraud, Payments & Real-Time Risk Operations, Sky Betting & Gaming Rory Howard , Head of Fraud & Payments, The Rank Group	
12:10	Law Enforcement Insight - Fighting (Cyber)Crime: Raising Tech & Staff Defence Levels <p>As the threat of cybercrime continues to rise, we explore how law enforcement operations are tackling this challenge, as well as supporting industry to develop their capabilities against rising attacks.</p> DCI Gary Miles , Chief, Fraud Squad - Falcon, New Scotland Yard	
12:35	AML Snapshot - Regulative Realities of Tackling Financial Crime: Revisiting The 4th AML Directive <p>Whilst AML regulations were brought in to meet the common goal of restricting the flow of criminal assets, the theory of this directive may be rather different to implementing it in practice. What has the impact of this directive been, which challenges are operators facing, and how can they be overcome?</p> William Price , Head of AML, CTF, Bribery & Corruption, Ladbrokes Coral	
13:00	Lunch Break	
14:00	Operator Panel - The Compromised Insider: How Security Systems Are Only As Good As The People Operating Them <ul style="list-style-type: none">Understanding the internal threat to gaming businesses by exploring how criminals are exploiting companies' weaknesses and attacking via the people within an organisationPreventing Ransomware-style attacks by educating and engaging with your staff to recognise threats within the day-to-dayExploring what other companies are doing to counteract the employee threatDiscussing the varying challenges for large and small gaming operators Ian Attard , Chief Information Security Officer, Betclic Everest Group David Boda , Group Head of Information Security, Camelot Group Brendan Dowell , Head of Security, Kindred Group	
14:40	Keynote Insight - Social Engineering 101: Protecting Against People-Based Hacks	

Interactive Learning Clinic - CyberHacks: Managing & Mitigating Data Breaches <ul style="list-style-type: none">Are you aware of your response and liability requirements with regard to breach notifications, and what you should and shouldn't be doing in relation to GDPR?Exploring how operators can identify, address and mitigate the technological risks to data across systems, from security audits to risk identificationAssessing what shape your business is in to respond to a threat: what's your command and control structure? What should your overall response be? What should the response to paying a ransom be?How can we mitigate the effect on your business of data breaches happening elsewhere, and what can we learn from the cyberhacks that we've seen lately? Nicolas Pellegrin , Chief Information Security Officer, Francais des Jeux Daniel O'Neill , Payments & Risk Manager, Betable

HAPPY HOUR <p>At the end of a hard day's learning, we combine interactive learning with a few drinks.</p>
Hotseat - Bitcoin As A Common Currency: Industry Opportunity or Threat? <p>Is Bitcoin's bad PR as an untraceable 'hacker's dream' warranted, or is its potential to transform industries more than a pipedream? Exploring the potential for Bitcoin to revolutionise the igaming industry. Speaker will have 15 minutes to propose bitcoin as an industry opportunity or threat. Moderator will challenge the proposal for 10 minutes with a series of questions. The last 5 minutes will allow for audience Q&A followed by an audience vote. Prof. Ryan Abbott, Professor of Law and Health Sciences, University of Surrey</p>
End of Cybercrime & Security

Prof. Ryan Abbott
Professor of Law and Health Sciences, **University of Surrey**



11:00	Opening from the Whip and Sli.do Voting	15:00	Lottery Tech Innovation
	Wendy Montgomery, Senior Vice President Lottery and iGaming, Ontario Lottery & Gaming	15:30	Jari Vähänen, Senior Vice President, International Business Development, Veikkaus
11:05	Panel Discussion: State Lotteries vs Private Lotteries – Eternal Enemies or Friends in the Making? Privatisation of lotteries: How can it work effectively in the public interest, and how can more operators get involved? Does the current lottery model work, and if not how can it be improved? This will focus on the critical topic of private management of a historically governmentally operated entity. What are the advantages and risks of doing so, and how can it be structured to encourage new entrants, rather than the 2-3 core lottery suppliers? Moderator: Eran Price, CEO, The Lotter Yakir Firestane, Director of Gaming, The Health Lottery Machteld Robichon, Attorney at Law, Bureau Brandeis Friedrich Stickler, Consultant, IMPROVE ; former President, European Lotteries		
11:50	Fireside Chat – Two Winning Brands and Their Recipe for Success: Innovation in a Highly Regulated Environment Most lotteries are granted their license based on jurisdiction and are required to ensure they do not infringe on criminal codes or local legislation. These lotteries are trying to compete against an onslaught of offshore companies and re-sellers who do not need to adhere to the same regulatory environment. On top of that these lotteries are competing for share of mind and share of wallet with a multitude of gaming and social media platforms. The traditional lottery is slow to adapt, slow to change and dependent on a handful of third party vendors to provide the content. In order to win, lotteries need to be fast, nimble and ever changing. Something that goes against their DNA. Monica Bohm, Vice President, eGaming, British Columbia Lottery Corp (Canada) Stefania Colombo, CSR Manager, Lottomatica (Italy)	16:15	Happy Hour! After a hard day’s learning, we kick off Happy Hour with a few drinks accompanied by community insights at our Champagne Round Tables. CHAMPAGNE ROUNDTABLES: Bring your questions, leave with your answers 5 roundtables - The methodology seeks to foster an environment that is good for conversations to develop. The approach gets authentic conversations started in order to encourage the sharing of ideas in a relaxed, informal and creative atmosphere. See guidelines. Chair: Peter Naessens, General Director, Belgium Gaming Commission Roundtable 1: Why hasn’t lottery had its Google, Facebook, or UBER moment? Why hasn’t lottery been revolutionised by technology – is there something fundamental that means it can never change, or are we simply looking in the wrong places? Hosted by: Christine Thoma, Head of Strategy of ZEAL Investments, ZEAL Investments Roundtable 2: Why do millennials not play lottery? Why does the average age of lottery players go up and younger cohorts play less every year? And what can we do about it? What does it mean to create innovative lottery products which target new customers? Hosted by: Susan Standiford, CTO, ZEAL Network Roundtable 3: Disruption - Who and what will disrupt our industry? What does disruption look like in the lottery business? Are we currently being disrupted? What can we do about it? Hosted by: Prof. Dr. Joerg Philipp Terhechte, Vice-President (School Education, International Relations, Fundraising), Leuphana University Lueneburg, Germany Roundtable 4: How can the retail experience be modernised, on an online basis, to attract new players, while continuing to satisfy the existing, loyal players’ base? How to convert lottery players to online gamers? Hosted by: Philippe Vlaemminck, Partner, Pharumlegal Roundtable 5: Are lotteries going to be the new casinos? How do you coordinate the convergence of lotteries and casinos online? How should such a convergence occur, and what are the policy and management issues that need to be addressed. Hosted by: Joost Den Heijer, Director ICT & Operations, Nederlandse Loterij
12:20	Regulation Clinic – “With Great Power comes Great Responsibility” Everyone is talking about Responsible Gaming and how important it is. But not a lot of operators and regulators are really doing anything. What do we need to do to get there or will we always be depending on the good will of the individual? Finding ways to make the regulator happy, improve the brand, increase efficiency and giving access to new markets and players. Moderator: James Holdaway, Programme Director – Lotteries, Gambling Commission Emilia Mazur, General Manager, Corporate Communications and Social Responsibility, Lotto New Zealand		Harvest Session: Each host will share 3 key outcomes following their roundtable discussion
13:00	Lunch Break	16:45	
14:30	Case Study – Lessons Learned: Selling Lottery Through Mobile • Lotteries on mobile phone – responsible gaming when lotteries become more accessible and available on mobile phones Jason Barrs, Sr. Director of iLottery Product Marketing, IGT	17:30	End of Modernising Lotteries

Sports Betting USA

Your Step-By-Step Guide to Entering the USA's Next Big Market: Sports Betting

SAVE up to £450 - book by 12 January

Wednesday, 7 February 2018 - ExCeL London, UK

11:00	Opening from the Whip and Sli.do Voting	16:10
11:10	SCOTUS outlook and scenarios – will the federal ban be overruled, compromised or upheld? <ul style="list-style-type: none">• What can the hearings tell us about the outlook?• How various scenarios of SCOTUS ruling might impact on the timeliness, frameworks, stakeholders and politics of sports betting legalisation and regulation• What states are passing legislation to position themselves and which ones are likely to go first	
12:00	Regulatory frameworks for sports betting and sports integrity in the USA – what could it look like? <ul style="list-style-type: none">• Reviewing the global regulatory models and assessing their possible adoption in the USA• Explaining the drivers of retail vs. online regulation in the USA – who are the likely licensees• Assessing the likelihood of online betting• B2B vs. B2C – what are the entry models for international sports betting brands• Outlook for sports available for wagering• Licensing rules in the USA	
12.30	Lunch Break	
13:40	US market entry strategies for international sports betting providers and operators <ul style="list-style-type: none">• Assessing the opportunity in the US market based on the sports betting channels and products available – profitability of various scenarios• US market vs. global• Licensing requirements for new entrants• Options for market entry: partnerships and acquisitions	
14:20	US sports book today and in the future – is the NV retail model expected to be adopted in other states? <ul style="list-style-type: none">• Overview of the current regulation for sports betting in Nevada• Sports betting as a revenue centre vs. as a traffic driver• Retail betting in a casino environment as the prevailing scenario for sports betting in the US market• Drawing the analogies between wagering in casinos (US model) vs. betting shops (European model) – what lessons could be transferred when it comes to multi-channel/omni-channel betting• Outsourcing model vs. in-house sports book; who are the main providers?• Introduction of mobile betting – what role mobile will play in the future	
15:00	Understanding the opportunity and complexities of rolling out sports wagering for tribal casinos <ul style="list-style-type: none">• What is tribal gaming and how it differs from commercial casinos• Understanding the political complexities of introducing sports betting on Native American reservations: compacts, sovereignty, IGRA ...• Partnering with tribes – key consideration and nuances of doing business with the tribes	

16:10	Profiling the sports book customer in the USA and deciding on the product mix <ul style="list-style-type: none">• Learning from and building on what we know about customer preferences and interactions from the current illegal market• Understanding the differences between the customers in the US and more advanced regulated European markets• Devising strategies to educate the sports betting consumer on the new products that can increase revenue for the operator, like in-play betting• Retails vs. online vs. mobile betting – understanding the potential for customer cross-over from betting to casino and vice-versa - strategies and products to enable a smooth cross-over
16:45	Global Sports Book Technology Showcase <p>Overview of some of the key sports betting technologies and products that drive revenue for sports books globally. Join a roundtable to find out more on:</p> <ul style="list-style-type: none">• Sports betting platform• Sports betting products, including in-play• Mobile betting• Online betting• Trading• Risk-management

17:45 End of Sports Betting USA

Scott Butera
Commissioner,
Arena Football League



ICE VOX Ticket Prices

SAVE up to £450 - book by 12 January

Most Popular						
Price Point	Access All Areas (transferable)	World Regulatory Briefing (WrB) two-day pass	Single Conference one-day pass (incl. either day of WrB)	International Casino Conference (ICC) only	Game Design & Development (GDD) only	Offer Deadline
Early Bird	£1,349	£950	£799	£599	£599	12 Jan 2018 (until 4pm GMT)
Standard	£1,549	£1,050	£899	£699	£699	2 Feb 2018 (until 4pm GMT)
Onsite	£1,799	£1,150	£999	£799	£799	2 Feb 2018 (from 4pm GMT)

Vendors / Suppliers pay £100 on top on these prices* • All passes are excluding VAT @ 20% • VAT is applicable for all delegates irrespective of location

- ICE VOX takes place from Monday 5 to Wednesday 7 February 2018 at ExCeL London, UK
- Early Bird pricing (saving you up to £450) is ending Friday 12 January 2017 at 4pm (GMT) - so we encourage you to **book now**
- Access All Areas passes are transferable prior to the event, so you retain value if you need a colleague to attend on your behalf
- Game Design & Development takes place on the ICE show floor, stand N7-450 - all other tracks take place in the Platinum Suite

Explore the world of ICE VOX - and get your tickets to this visionary event - at www.icetotallygaming.com/ice-vox

To discuss delegate ticket queries for ICE VOX, including group bookings, contact
Alexander Crockford: alexander.crockford@clariongaming.com / +44 (0)20 7384 8212



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