

800+ DELEGATES | 100 SPEAKERS | 35 EXHIBITORS



AGENDA PREVIEW



WORKSHOP

- 09:00 - 18:00 Totally Gaming Academy Football Odds Compilers Workshop at Stamford Bridge
- 19:00 - Late Networking drinks and Champions League football at Frankie's Sports Bar, hosted by SBC Events and Totally Gaming Academy



CONFERENCE DAY 1 – WEDNESDAY

- 09:30 - 17:30 Exhibition Open
- 09:45 - 17:10 Track 1: Leadership Sessions
- 09:45 - 17:10 Track 2: Market Profiles Sessions
- 17:00 - 19:00 Official Betting on Football Networking Drinks
- 20:30 - 02:00 Official Betting on Football Networking Party at Kensington Roof Gardens



CONFERENCE DAY 2 – THURSDAY

- 09:30 - 17:30 Exhibition Open
- 10:20 - 17:10 Track 1: Marketing & Media Sessions
- 10:20 - 17:10 Track 2: Trading & Operations Sessions
- 17:00 - 19:00 Networking Drinks at Frankie's Sports Bar
- 20:30 - 02:00 Official Betting on Football Closing Party at Under The Bridge



DAY 3 – FRIDAY

- 09.00 - 11.00 Networking Brunch
Casual networking gathering to round off Betting on Football 2017

3RD MAY – LEADERSHIP TRACK

09:45 – 10:25

ANALYSE THIS – CHALLENGES FOR THE BETTING MARKET

This panel asks the leading analysts what they think of the advances being made by the major listed (and unlisted) firms in terms of football betting. The panel will be asked what they think the shape of the sports-betting industry in Europe will look like in the next few years and who will be the winners and losers as the consolidation phase reaches a conclusion.

SPEAKERS

Simon Davies, Head of European Research, Canaccord Genuity
Simon French, Leisure Analyst & Senior Executive, Cenkos Securities
Ivor Jones, Equity Analyst, Peel Hunt
Ed Birkin, Director, Ignite Research

MODERATOR

Scott Longley, Media Director, SBC

10:25 – 11:05

SELF REGULATION – ARE WE DOING ENOUGH?

What happens when regulators and governments crack down on the advertising of gambling during pre-watershed football? Does the industry need to repair relationships with the government, sport and the gambling and advertising regulators? How will a pre-watershed ban affect other sponsorship and advertising opportunities? Is there any evidence that gambling advertising truly affects the behaviour of the vulnerable?

SPEAKERS

Marc Etches, CEO, GambleAware
Jason Chess, Media Lawyer, Wiggin
Clive Hawkswood, CEO, Remote Gambling Association

MODERATOR

Peter Greenhill, Head of eBusiness, Equiom Group Europe

11:05 – 11:30 REFRESHMENT BREAK

11:30 – 12:10

KEEPING IT CLEAN – PREVENTING MATCH FIXING

- The Gambling Commission's Sports Betting Integrity Unit has UK remit, but what is being done internationally?
- Has the FA's blanket ban on betting been effective, despite some high profile charges?
- What bonus is on bookmakers to report footballers placing football bets?
- Should bookmakers resist taking bets on certain competitions?
- Does the blanket ban sit right with the amount of betting sponsorship the sport takes?

SPEAKERS

Bill South, Group Director of Security and Community Affairs, William Hill
Peter McLaughlin, Security & Integrity Officer, Scottish Football Association
Ivor Heller, Commercial Director, AFC Wimbledon
Alfredo Lorenzo, Integrity and Security Director, La Liga

12:10 – 12:50

MANAGING RISK – WHAT ARE INVESTORS LOOKING FOR IN THE BETTING MARKET?

Following a year of mass industry consolidation, is the sports betting still an attractive proposition for investors. A BOFCON high-level investor panel discusses venture funding within the industry examining new propositions, level of investment needed by stakeholders and market disruption.

Session Focus

- Sports Betting as a marketplace for investors
- Types of investment for betting operators – venture, debt, start-up,
- Investor relationship with enterprise
- Managing Investor expectations
- Assessing exit strategies – IPO or buyout
- Examining market failures

SPEAKERS

Marek Šmrha, Investment Manager at Penta Investments
Mark Blandford, Chairman, Valhalla Investments
Speaker 3 TBC
Speaker 4 TBC

MODERATOR

Ian Hogg, Chairman, GamCrowd

3RD MAY – MARKET PROFILE TRACK

09:45 – 10:25

GERMANY – PLAYING THE WAITING GAME

The German sports betting market is worth more than £5bn but the delayed process in starting the licensing process means it remains a grey market. Should brands wanting to enter the market wait for deregulation or move now?

SPEAKERS

Alexander Martin, Board Member, Merkur / Cashpoint
Markus Pouler, CEO, Mybet
Speaker 3 TBC
Speaker 4 TBC

10:25 – 11:05

AFRICA – COMING TO A PREMIER LEAGUE SHIRT NEAR YOU SOON

Session exploring how a complex and diverse African market can grow beyond its initial steps and create a lucrative and transparent market for local and international stakeholders. How is the industry dealing with market digitalisation and infrastructure? Will African bookmakers be competing with Asian and UK bookmakers for football marketing real estate? How successful a betting event was the AFCON this year?

SPEAKERS

Simon Burrell, Consultant
Florian Guede, CMO, MyBet
Matt Jellicoe, Co-founder & CEO, Offsidegaming
Speaker 4 TBC

11:30 – 12:10

SPAIN & LATAM – WHAT IS THE POTENTIAL?

In 2015 sports betting wagers totalled Euro 5.4 billion - a 40% increase on 2014 and the opportunities continue to grow as deregulation slowly makes its way through the regions. But what is the potential of the market? How are the clubs responding to the increased presence of betting brands? And how are operators making the most of their experience in Spain to the LATAM markets?

SPEAKERS

Adolfo Bara Negro, Managing Director Sales & Marketing, La Liga
Daniel Graetzer, Executive Director, R.Franco Group
Speaker 3 TBC

12:10 – 12:50

ITALY – STILL RIPE FOR CONSOLIDATION?

- How has the extended number of licences affected the market?
- How is the balance between retail and online?
- Is there a shift away from retail as in other markets?
- How have virtual sports been received by players?

SPEAKERS

Fabio Schiavolin, CEO, SNAI
Carmelo Mazza, CEO, Betaland
Riccardo Mittiga, CEO, SuperScommesse.it

MODERATOR

Quirino Mancini, Partner, Tonucci & Partners

12:50 – 14:00 NETWORKING LUNCH BREAK

3RD MAY – LEADERSHIP TRACK

14:00 – 14:40

BETTING CEO PANEL – VALUING CHANGING DYNAMICS

- Is there going to be further consolidation in the market?
- How do you compete in the new environment?
- Triennial review impact
- How is Decision making changing in betting

SPEAKERS

David Bazak, CEO, 10Bet
Speaker 2 TBC
Speaker 3 TBC

14:40 – 15:20

NEW BRANDS IN FOOTBALL BETTING

- What are the ambitions for new brands to enter the market?
- How are they expecting to disrupt the status quo and make a dent in the market share of bigger, more established operators?

SPEAKERS

Zeno Ossko, Managing Director, Betstars
Stuart Tilly, CEO, BetOnBrazil
Marcin Sapinski, Managing Director, EnergyBet

3RD MAY – MARKET PROFILE TRACK

14:00 – 14:40

EASTERN EUROPE – NEW OPPORTUNITIES IN THE CIS

- How is the Russian market adapting to the gambling regulations?
- What crossover is there between the different jurisdictions?
- How are the local sports approaching partnerships with bookmakers?

SPEAKERS

Sergey Portnov, CEO, Parimatch
Alexey Sinyushkin, COO, BetOlimp
Nikos Halikias, CEO, Favbet
Dražan Planinić, Sportsbook Managing Director, Nsoft

MODERATOR:

Dan Iliovici, Executive manager, Rombet

14:40 – 15:20

SCANDINAVIA – A HOTBED OF GAMBLING INNOVATION

- Denmark is leading the way with its mix of state owned and private operators – what can its neighbours learn from its success?
- Why is there such a hotbed of gaming talent in the region compared to the rest of Europe?

SPEAKERS

Niels Erik Folmann, CEO, Danske Spil
Jesper Kaarbrink, CEO, Mr Green
Johan Styren, CEO, Leo Vegas

MODERATOR

Kristan Nylen, Kambi

15:20 – 15:50 REFRESHMENT BREAK

15:50 – 16:30

ACQUIRING MINDS – AFFILIATE LEADERS PANEL

- There's been a lot of M&A in the affiliate arena of late – is the sector becoming more corporate?
- Is this a good thing?
- Is there still room for new entrants?
- Does the relationship between bookmakers and affiliates need to improve?
- Are affiliates in a position to start challenging operators' marketing strategies? Are affiliates going to start taking their own sports bets?
- Is regulation a threat?

SPEAKERS

Robin Eirik Reed, Group CEO, Gaming Innovation Group
Henrik Lykkesten, Board Member, Better Collective
James Garmston, CEO, EasyOdds
Richard Moffat, CEO, OLBG

MODERATOR

Lee-Ann Johnstone, VP of Biz Dev & Marketing, Income Access

16:30 – 17:10

OPERATING IN A MULTI-ASSET MARKETPLACE – SUPPLIER CEO PANEL

How are suppliers tackling consolidated market realities, as operators begin to change their dynamics and corporate values. Are top level suppliers defining effective strategies and product development as operators focus more on in-house competencies? Furthermore, how will the supplier B2B side of the industry be affected by the multi-asset enterprises such as NYX Gaming, Playtech, GVC Holdings.

Session Focus:

- Outlining B2B market conditions for suppliers
- Defining importance of independent protocols and best practice
- Market competition – can suppliers compete, will market see a cull

SPEAKERS

Vahe Balouljian, CEO, BetConstruct
Jacob Lopez Curciel, CEO, OPTIMA
Richard Carter, CEO, SBTech

15:50 – 16:30

NORTH AMERICA – IS THE TIDE TURNING FOR SPORTS BETTING SUPPORT?

- Will Trump mean sports-betting will be legalised in the US?
- Will there be opportunities for European bookmakers?
- How do US punters bet?
- What lessons can be learned from Canada's approach to sports betting?

SPEAKERS

Mark Blandford, Chairman, Valhalla Investments
Jon Thompson, Trading Consultant
Quinton Singleton, VP, NYX Gaming

MODERATOR

Benjie Cherniak, CEO, Don Best

16:30 – 17:10

ASIA – STILL LEADING THE WAY IN GLOBAL BETTING MARKET

- Will the Chinese football revolution compete against European leagues for punter's attention?
- Are the bigger regional sports (such as IPL) causing governments to get more involved in the betting sector?
- Is the Premier League still the draw it once was?

SPEAKERS

David Henwood, Co-director, H2 Gambling Capital
Bill Mummery, Exec Director, SBOBET
Jim Yu, CEO & Founder at TCM Inplay / Group Senior VP at 500.com

MODERATOR:

Rory Anderson, Consultant, 12Bet

NETWORKING

17:00 – 19:00

OFFICIAL BETTING ON FOOTBALL NETWORKING DRINKS

20:30 – 02:00

OFFICIAL BETTING ON FOOTBALL NETWORKING PARTY
AT KENSINGTON ROOF GARDENS

4TH MAY – MARKETING & MEDIA TRACK

4TH MAY – TRADING & OPERATIONS TRACK

10:20 – 11:00

DFS – KING OF CUSTOMER ENGAGEMENT

- Does DFS need to be a stand alone product to work?
- How are bookmakers using DFS as a customer engagement tool?
- Is the DFS player the ideal demographic for bookmakers?

SPEAKERS

Riccardo Mittiga, Founder, Sportito

Valery Boullier, CEO, Oulala

John Gordon, CEO, Premier Punt

MODERATOR

Richard Graham, Executive Director, Impact Sports Consultancy

10:20 – 11:00

FUTURE TENSE: WHAT WILL THE TRADING FLOOR LOOK LIKE IN FIVE YEARS' TIME?

- Technology has transformed the operation of sports-betting in recent years, but what changes are yet to come?
- Has full automation been simply delayed?
- Are the traders set to become extinct?
- Is trading any longer a key component of any bookmaking operation?
- Or is it now just about marketing?
- Will sports trading become more to resemble the black box trading of the financial markets without human intervention?
- What are the inherent dangers of this?
- What part will AI play in the sportsbook of the future?

SPEAKERS

Christopher Langeland, Managing Director, Gaming Innovation Group

Jim Humberstone, GVC Holdings, Group Trading & B2B Director

Paolo Personeni, Managing Director – Managed Trading Services, Betradar
Speaker 4 TBC

MODERATOR

Chris Duncan, OddsLife Advisor & Betsson Co-founder

11:00 – 11:30 REFRESHMENT BREAK

11:30 – 12:10

PREMIER PARTNERS – INTERNATIONAL REACH OF THE PREMIER LEAGUE

Half of the premier league shirt sponsors are from the gambling industry, with the majority of brands looking at foreign markets.

- Is the international appeal increasing?
- What opportunities are there for UK brands?
- Is there going to be a backlash against clubs sporting betting brands, and if so, what can be done about it?
- How do regional betting partners fit into the mix?

SPEAKERS

Mark Davies, Head of New Business, Leicester City

Speaker 2 TBC

Speaker 3 TBC

12:10 – 12:50

A DIFFERENT LEAGUE – IS THERE BETTER VALUE AWAY FROM THE EPL?

The Premier League takes a lot of attention – but the EFL still has large international coverage.

- But how far does it extend?
- Does the Championship provide a better ROI?
- What about lower down the pyramid?

SPEAKERS

Speaker 1 TBC

Speaker 2 TBC

Speaker 3 TBC

MODERATOR

Clive Russell, MD, BD Sports Rights

11:30 – 12:10

FROM CASH OUT TO EDIT MY BET – CONTROL MOVES TO THE PUNTERS

- What challenges do the new marketing promotions throw up for the traders?
- Are the traders already ceding control to the punters (via the algorithms)?
- Are there more bet types and innovations hidden within the current data sets?
- BTTS wasn't even around five years' ago – and now it's one of the most popular types of bet – so what other potential popular bets are now hidden in plain sight?
- Will there be any distinction in future between pre-match and in-play?
- What are the benefits of keeping bets alive for as long as possible?

SPEAKERS

Jamie McKittrick, Head of Trading, Ladbrokes Coral

Andrew Wright, Head of Football Trading, SkyBet

Tom Warburton, Head of Sportsbook Product, Betgenius

Eoin Ryan, Head of Sportsbook Product, BetVictor

12:10 – 12:50

KEEPING IT REAL TIME – THE CHALLENGES OF LIVE BETTING DATA

How do you gather effective data from live betting markets and user engagement on products which can be used for the benefit of all operator channels (marketing, retention, operations, customer services, compliance etc...).

SPEAKERS

Joe Brennan Jr, Co-Founder and CEO, SportAD

Speaker 2 TBC

Speaker 3 TBC

12:50 – 14:00 NETWORKING LUNCH BREAK

4TH MAY – MARKETING & MEDIA TRACK

4TH MAY – TRADING & OPERATIONS TRACK

14:00 – 14:40

CALCIO CONVERSATION – HOW SERIE A IS EMBRACING BOOKMAKERS

- With Italian football lagging behind England, Germany, France and Spain in terms of commercial revenues, are clubs more open about betting partners?
- What do clubs have to offer on both a national and an international scale?
- Is there any friction from fans or the media about betting and football being in partnership?

SPEAKERS

Mauro Baldisconi, MD, AS Roma
Jaap Kalma, Chief Commercial Officer, AC Milan
Speaker 3 TBC
Speaker 4 TBC

14:40 – 15:20

MARKETING AND PLAYER ENGAGEMENT IN A LIVE ENVIRONMENT

As live markets become the most important aspect of the betting offer, do operators need to address a new way of interacting with customers to promote their offers.

SPEAKERS

Henrik Lykkesten, Board Member, Better Collective
Kostandina Zafirovska, CEO, BtoBet
Assaf Stieglitz, Founder & CEO, Odds1x2

14:00 – 14:40

POOLS PANELS – THE ADVANTAGES OF MILLION POUND PAYOUTS

- Often viewed as traditional products, what place in the current ecosystem has pool betting?
- What does it offer both punters and operators?
- How can smaller operators get involved when liquidity is such a big requirement?

SPEAKERS

Conleth Byrne, Managing Director, Football Pools
Bernard Marantelli, CEO, Colossus Bets
Speaker 3 TBC

14:40 – 15:20

FOOTBALL ASSOCIATION – EMULATING THE BEAUTIFUL GAME

- How can football themed products complement the real life action?
- Where does virtual football and football slots fit in?
- Are they destined to be side games, or can they plug the gap when there is no huge football tournament in the summer?

SPEAKER

Martin Wachter, CEO, Golden Race
Speaker 2 TBC
Speaker 3 TBC

15:20 – 15:50 REFRESHMENT BREAK

15:50 – 16:30

REACHING AN AUDIENCE THROUGH CONTENT

- Content is king, but the way the public interacts with it is constantly changing. Is social sharing the best way of measuring success?
- Twitter/ Snapchat/Instagram – how are these making inroads to the Facebook and Youtube generation?
- How will 'fake news' alter how Google and Facebook interact with news sites?
- What will be the standard?

SPEAKERS

Sanjit Atwal, CEO / Co-founder, Squawka
Andy Meikle, CEO / Founder, Sportlobster
Matt Wilson, Co-founder, Ball Street
Chris Harrison, Industry Head – Financial Trading and Egaming at Google

16:30 – 17:10

STAR SIGNING – ARE AMBASSADORS A BETTER MARKETING TOOL?

As Ladbrokes' use of Chris Kamara demonstrates, a good ambassador can be more effective (and cheaper) than teaming with a football club. But what are ambassadors prepared to do with betting – and how are they using social media to their advantage?

SPEAKERS

Jim Erwood, Founder, Extra Time Management
Paul Brighten, CEO, Entourage Sports & Entertainment

MODERATOR:

Ian Nolan, CCO, Dugout

15:50 – 16:30

HOW SSBTS ARE CHANGING THE FACE OF BETTING SHOP BUSINESS

The evidence from the UK bookmakers would seem to be that SSBTs are replacing lost OTC revenue in betting shops. Which is good news for the bookies. Yet the skew on SSBTs is marked towards football betting and this feature would seem to herald a different way of understanding the retail betting environment. Will football dominate SSBTs for years to come? How will the industry cater for a more football-focused customer? What else can it add over and above in-play and virtuals?

SPEAKERS

Howard Chisholm, MD, Chisholm Bookmakers & Director, Bookmakers Technology Consortium
John Pettit, MD - UK & Ireland, Best Gaming Technology
Speaker 3 TBC

16.30 – 17:10

CREATIVE APPROACH – INNOVATION IN FOOTBALL BETTING

- What new products are hitting the market in 2017?
- What makes the football sector so appealing for new products?

SPEAKERS

Speaker 1 TBC
Speaker 2 TBC
Speaker 3 TBC

NETWORKING

17:00 –

STADIUM TOURS SPONSORED BY INTERTOPS

17:00 – 19:00

NETWORKING DRINKS AT FRANKIE'S SPORTS BAR

20:30 – 02:00

OFFICIAL BETTING ON FOOTBALL NETWORKING PARTY AT UNDER THE BRIDGE