

800+ DELEGATES | 140 SPEAKERS | 40 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 in Exhibition Hall
- 19:30 - 02:00 Official Betting on Football Networking Party at Kensington Roof Gardens. Watch the Champions League semi-final on the big screens



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
- 17:30 - 01:00 Official Betting on Football Networking Drinks & Closing Party at Under The Bridge. Watch the Europa League semi-final on the big screen



DAY 3 – FRIDAY

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

LEADERSHIP TRACK – DRAKE SUITE

MARKET PROFILE TRACK – HARRIS SUITE

BREAKOUT SESSIONS – VIALLI SUITE

09:45 – 10:25 ANALYSE THIS – CHALLENGES FOR THE BETTING MARKET

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, Owner, Clear Concise Media

10:25 – 11:05 SELF REGULATION – ARE WE DOING ENOUGH?

SPEAKERS

Marc Etches, CEO, GambleAware
Jason Chess, Partner and Head of Betting & Gaming, Wiggin
Clive Hawkswood, CEO, Remote Gambling Association

MODERATOR

Peter Greenhill, Head of eBusiness, Equiom Group Europe

11:30 – 12:10 KEEPING IT CLEAN – PREVENTING MATCH FIXING

SPEAKERS

Bill South, Group Director of Security and Community Affairs, William Hill
Eric Konings, Public Affairs Manager and Sports Betting Integrity Officer, Kindred Group
Ivor Heller, Commercial Director, AFC Wimbledon
Alfredo Lorenzo, Integrity and Security Director, LaLiga

MODERATOR

Khalid Ali, Secretary General, ESSA

12:10 – 12:50 MANAGING RISK – WHAT ARE INVESTORS LOOKING FOR IN THE BETTING MARKET?

SPEAKERS

Marek Šmrha, Investment Manager at Penta Investments
Mark Blandford, Chairman, Valhalla Investments
Shay Segev, COO, GVC Holdings
Christian Edler, Dreamworx Online Ltd, Founder & Investor

MODERATOR

Ian Hogg, Chairman, GamCrowd

SPAIN & LATAM – WHAT IS THE POTENTIAL?

SPEAKERS

Gregory Bolle, Head of Global Partnership Sales, LaLiga
Daniel Graetzer, Executive Director, Mediatech Solutions – R. Franco
Alfredo Lazcano, Gaming, Sports & Entertainment Lawyer, Lazcano Samano

MODERATOR

Christian Tirabassi, Senior Partner, Ficom Leisure

AFRICA – COMING TO A PREMIER LEAGUE SHIRT NEAR YOU SOON

SPEAKERS

Florian Guede, CMO, MyBet
Matt Jellicoe, Co-founder & CEO, Offsidegaming
Matthew Symmonds, Founder & Director, WinDrawWin.com
Barney Barrow, CEO, Cheza Gaming

MODERATOR

John Kamara, Consultant

ESPORTS – THE NEW DIGITAL ENGAGEMENT WITH FOOTBALL FANS?

SPEAKERS

Pedro Silva, Executive Director, Qwatti Agency
Martin Wyss, Co-Founder of STARK

MODERATOR

Ollie Ring, Esports Insider

11:05 – 11:30 REFRESHMENT BREAK

GERMANY – PLAYING THE WAITING GAME

SPEAKERS

Alexander Martin, Executive Board Member Gauselmann AG
Markus Peuler, CEO, Mybet
Dr. Andreas Blaue, Chief Legal Officer, Sport1 Media GmbH
Speaker 4 TBC

MODERATOR

Robin Harrison, Editor, Gaming Intelligence

ITALY – STILL RIPE FOR CONSOLIDATION?

SPEAKERS

Fabio Schiavolin, CEO, SNAI
Jaap Kalma, Chief Commercial Officer, AC Milan
Francesco Carione, Business Unit Director, La Gazzetta dello Sport
Francesco Rodano, Chief Policy Officer, Playtech

MODERATOR

Quirino Mancini, Partner, Tonucci & Partners

HOW TO ACQUIRE AND ENGAGE FOOTBALL PUNTERS

SPEAKER

Dave Watkins, Sales Director, BetGenius

14:00 – 14:40 BETTING LEADERS – VALUING CHANGING DYNAMICS

SPEAKERS

David Bazak, CEO, 10Bet
Per Widerstrom, CEO, Fortuna Entertainment Group
Britt Boeskov, CPO, Kindred Group

MODERATOR

Jake Pollard, Head of Online Content & Intelligence, iGaming Business

14:40 – 15:20 NEW BRANDS IN FOOTBALL BETTING

SPEAKERS

Zeno Ossko, Managing Director, Betstars
Stuart Tilly, CEO, BetOnBrazil
Marcin Sapinski, Managing Director, EnergyBet
Monica Rangel, Chief Business Development Officer, Betcart

MODERATOR

Paul Petrie, Director, McBookie.com

EASTERN EUROPE – NEW OPPORTUNITIES IN THE CIS

SPEAKERS

Sergey Portnov, CEO, Parimatch
Alexey Sinyushkin, COO, BetOlimp
Nikos Halikias, CEO, Favbet
Dražan Planinić, Sportsbook Managing Director, Nsoft
Paruyr Shahbazyan, Founder & CEO, Bookmaker-Ratings.ru

MODERATOR

Dan Iliovici, Executive manager, Rombet

SCANDINAVIA – A HOTBED OF GAMBLING INNOVATION

SPEAKERS

Niels Erik Folmann, CEO, Danske Spil
Jesper Kärrbrink, CEO, Mr Green
Johan Styren, CEO, Leo Vegas
Jari Vahanan, Senior Vice President, Veikkaus

VISIBLE EDUCATION: THE DIGITAL OPPORTUNITY WITH GOOGLE

SPEAKER

Onur Bildik, Senior Business Development Consultant, Google Marketing Solutions, EMEA

DATA PROTECTION: MARKETING AND OPERATIONAL IMPLICATIONS OF THE NEW RULES

SPEAKER

Alessandro Del Ninno, Professor, Tonucci & Partners

LEADERSHIP TRACK – DRAKE SUITE

MARKET PROFILE TRACK – HARRIS SUITE

BREAKOUT SESSIONS – VIALLI SUITE

15:20 – 15:50 REFRESHMENT BREAK

15:50 – 16:30 ACQUIRING MINDS – AFFILIATE LEADERS PANEL

SPEAKERS

Robin Eirik Reed, Group CEO, Gaming Innovation Group
Henrik Lykkesteen, 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

SPEAKERS

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

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

SPEAKERS

Jon Thompson, Trading Consultant
Quinton Singleton, VP, NYX Gaming
Ed Alfaro, CFO, SportsbookReview
Matthew Cullen, CEO, San Manuel Digital

MODERATOR

Benjie Cherniak, CEO, Don Best

ASIA – STILL LEADING THE WAY IN GLOBAL BETTING MARKET

SPEAKERS

Bill Mummery, Exec Director, SBOBET
Jim Yu, CEO & Founder, TCM Inplay/Group Senior VP at 500.com
Nelson Ferrigni, Owner & MD, Ogoun Consulting
Andre Rodrigues, CEO, Goldblue

MODERATOR

Rory Anderson, Consultant, 12Bet

EXHIBITION NETWORKING DRINKS

17:00 – 19:00

Networking Drinks for everyone in the Exhibition Area

INVITATION ONLY DINNERS:

Affiliate Event dinner commences 20:00
@ Kensington Roof Gardens

C-Level Event dinner commences 20:00
@ Kensington Roof Gardens

OFFICIAL NETWORKING PARTY

KENSINGTON ROOF GARDENS

Where: Kensington Roof Gardens,
99 Kensington High Street, London, W8 5SA.

When: Wednesday 3 May

From: 20:00 - 02:00

Dress Code: Smart Casual

Enjoy: Cocktail and canapé reception

COME BY
FOR YOUR CHANCE
TO WIN
a signed
CHELSEA SHIRT & FOOTBALL

VISIT
SBCGLOBAL
STAND 23

SPECIAL HAPPENINGS

SPECIAL HAPPENINGS

SPECIAL HAPPENINGS

SPECIAL HAPPENINGS

FURTHER DETAILS

All destinations pertaining to the Betting on Football conference can be found on the official website or conference app.

If you need any further details please contact:

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MARKETING & MEDIA TRACK – DRAKE SUITE

TRADING & OPERATIONS TRACK – HARRIS SUITE

BREAKOUT SESSIONS – VIALLI SUITE

10:20
–
11:05

DFS – KING OF CUSTOMER ENGAGEMENT

SPEAKERS

Riccardo Mittiga, Founder, Sportito
Valery Boullier, CEO, Oulala
John Gordon, CEO, Premier Punt

MODERATOR

Tal Itzhak Ron, Managing Partner, Tal Ron, Drihem & Co

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

SPEAKERS

Christopher Langeland, Managing Director, BettingCloud
Jim Humberstone, GVC Holdings, Group Trading & B2B Director
Paolo Personeni, Managing Director – Managed Trading Services, Betradar
Jens Nielsen, Head of Sportsbook, Danske Spil

MODERATOR

Chris Duncan, Oddslife Advisor & Betsson Co-founder

11:30
–
12:10

PREMIER PARTNERS – INTERNATIONAL REACH OF THE PREMIER LEAGUE

SPEAKERS

Mark Davies, Former Head of New Business, Leicester City
Everton, Speaker to be confirmed
Shaun Petafi, Partnership Development Manager, Liverpool Football Club

MODERATOR

Gwenole Andrieux, Managing Director, DICE London

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

SPEAKERS

Andrew Wright, Head of Football Trading, SkyBet
Tom Warburton, Head of Sportsbook Product, Betgenius
Bernard Marantelli, CEO, Colossus Bets
Eoin Ryan, Head of Sportsbook Product, BetVictor

MODERATOR:

Mark Langdon, Football Expert, Racing Post

BETTING ON GEORGIA ROUNDTABLE

SPEAKER

Lasha Machavariani, Consultant & SBC Ambassador

12:10
–
12:50

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

SPEAKERS

Sheffield United, Speaker to be confirmed
Mark Bullock, Commercial Manager, Nottingham Forest Football Club
George Alston, Sponsorship Sales Manager, Fulham Football Club
Adrian Filby, Commercial Director, Celtic FC

MODERATOR:

Clive Russell, MD, BD SPORTS RIGHTS

KEEPING IT REAL TIME – THE CHALLENGES OF LIVE BETTING DATA

SPEAKERS

David Lampitt, Managing Director Group Operations, Betradar
Henrik Lykkesten, Board Member, Better Collective

MODERATOR

Jonathan Smith, Sportsbook Training Consultant

14:00
–
14:40

CREATIVE APPROACH – INNOVATION IN FOOTBALL BETTING

SPEAKERS

Sadok Kohen, Founder, Betbull
Assaf Stieglitz, Founder & CEO, Odds1x2
Adam Wilson, Founder, Bookee
Adam Cole, CEO, Football Index

MODERATOR:

Graham Carrick, RunLastMan

KEYNOTE SESSION – ONE ON ONE WITH JOHN O'REILLY

SPEAKER

John O'Reilly, Non-Executive Director, William Hill

MODERATOR

Scott Longley, Owner, Clear Concise Media

13:30 – 15:30

BOOKMAKERS TECHNOLOGY CONSORTIUM – REGIONAL MEETING

CLOSED TO DELEGATES

14:40
–
15:20

AFFILIATE BRANDING – A MOVE INTO TRADITIONAL MARKETING CHANNELS

SPEAKERS

Jonathan Edelshaim, General Manager, Natural Intelligence
Riccardo Mittiga, CEO & Founder, Superscommesse
Matthew Glazier, Managing Director, Bookies.com
Fintan Costello, Revenue Engineers, CMO

MODERATOR:

Tom Galanis, Director TAG Media

FOOTBALL ASSOCIATION – EMULATING THE BEAUTIFUL GAME

SPEAKER

Martin Wachter, CEO, Golden Race
Simon Westbury, Sales Director, VsoftCo
Yariv Lissauer, CEO, Leap Gaming
Tim Green, Managing Director, Highlight Games

MODERATOR:

Simon Burrell, Consultant

11:05 – 11:30 REFRESHMENT BREAK

12:50 – 14:00 NETWORKING LUNCH BREAK

**MARKETING & MEDIA TRACK
– DRAKE SUITE**

**TRADING & OPERATIONS TRACK
– HARRIS SUITE**

**BREAKOUT SESSIONS
– VIALLI SUITE**

15:20 – 15:50 REFRESHMENT BREAK

15:50 – 16:30
REACHING AN AUDIENCE THROUGH CONTENT
SPEAKERS
Sanjit Atwal, CEO / Co-founder, Squawka
Matt Wilson, Co-founder, Ball Street
Niall Coen, Managing Director, Snack-Media
Chris Harrison, Industry Head – Financial Trading and Egaming at Google
MODERATOR
Paul McNea, Director, Igamng Performance

HOW SSBTS ARE CHANGING THE FACE OF BETTING SHOP BUSINESS
SPEAKERS
Howard Chisholm, MD, Chisholm Bookmakers & Director, Bookmakers Technology Consortium
John Pettit, MD - UK & Ireland, Best Gaming Technology
Predrag Popovic, Director, Fincore
MODERATOR
Suzanne Davies, Director, Clifton Davies

16:30 – 17:10
STAR SIGNING – ARE AMBASSADORS A BETTER MARKETING TOOL?
SPEAKERS
Jim Erwood, Founder, Extra Time Management
Paul Brighten, CEO, Entourage Sports & Entertainment
MODERATOR
Ian Nolan, CCO, Dugout

THE FUTURE OF EXCHANGE BETTING
SPEAKERS
Mark Brosnan, CEO, Matchbook
Todd Johnson, COO, Smarkets
Lennart Gillberg, Founder, Spiffx
MODERATOR:
Tina Thakor-Rankin, Principal Consultant, 1710 Gaming

EVENTS

09:30 – 10:15
HOSPITALITY TOUR OF STAMFORD BRIDGE
Hospitality tour of Stamford Bridge, including champagne breakfast sponsored by Chelsea.
Meet at the bar in Registration Area.
Sponsored by Chelsea

17:00 –
STADIUM TOURS OF STAMFORD BRIDGE
Collect a ticket at stand 8.
Sponsored by Intertops.

NETWORKING

17:30 - 01:00
UNDER THE BRIDGE
Where: Stamford Bridge, Fulham Rd, Fulham, London SW6 1HS
When: Thursday 3 May
Dress Code: Smart Casual

The Europa League semi-final matches will be displayed on a huge 9m wide x 2.5m high screen. Enjoy the football, have some cold brews, and finish of your networking in style.

DINNERS (INVITATION ONLY)

DIRECTORS LOUNGE
What: Affiliate Event Dinner
Where: 3rd floor – Stamford Bridge
When: Thursday 3 May
From: 19:00 - 22:30
Dress Code: Smart Casual

MARCO GRILL
What: C-level Event Dinner
Where: Stamford Bridge, Fulham Rd, Fulham, London, SW6 1HS.
When: Thursday 3 May
From: 19:00 - 22:30
Dress Code: Smart Casual

FURTHER DETAILS

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