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## Industry to discuss UK and football betting issues at Betting on Football event

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Operators unsure about how changes to the UK Gambling (Licensing and Advertising) Bill will affect their ability to advertise across the country will be able to get the latest information and analysis at Chelsea's Stamford Bridge ground on 8 May as part of the Betting on Football Conference.

As the UK government re-assesses existing gambling advertising controls via a series of measures involving the Advertising Standards Authority, the Committee of Advertising Practice, the Broadcast Committee of Advertising and the Gambling Commission, consultant David Clifton will open the

Betting on Football Conference with an update on the latest regulatory developments due to come in later this year and what they mean for the betting sector.

The event will take place in Stamford Bridge's Harris Suite and will bring together major figures from the worlds of gaming and betting, media and sport. Executives from companies such as Ladbrokes, SBOBet, Colossus Bets, Matchbook, talkSPORT, Tipico, Cogetech, SkyBet, Kambi, BetConstruct and Fulham, Chelsea, Liverpool football clubs will be there among many others.

Other topics to be discussed will include the Italian market, customer acquisition, in-play betting, the cashing out phenomenon and the fight against match-fixing. Registration is open at [www.sbcnews.co.uk/bettingonfootball](http://www.sbcnews.co.uk/bettingonfootball)

The Betting on Football Awards will round off the day as firms hope to win one of the four awards up for grabs: Best Football Marketing, Best Football Innovation, Best Football Affiliate and Best Football Bookmaker. Voting is still open at [www.sbcnews.co.uk/bettingonfootball/awards](http://www.sbcnews.co.uk/bettingonfootball/awards).

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