

800+ DELEGATES | 130 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 Networking Brunch
- 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, Media Director, SBC Global

10:25 – 11:05

SELF REGULATION – ARE WE DOING ENOUGH?

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

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
Mathew 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
Khaled Naim, STARK and Level99

MODERATOR
Ollie Ring, Esports Insider

11:05 – 11:30 REFRESHMENT BREAK

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

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

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

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

12:50 – 14:00 NETWORKING LUNCH BREAK

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

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 Shahbazyán, Founder & CEO, Bookmaker-Ratings.ru

MODERATOR
Dan Illović, Executive manager, Rombet

VISIBLE EDUCATION: THE DIGITAL OPPORTUNITY WITH GOOGLE

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

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

SCANDINAVIA – A HOTBED OF GAMBLING INNOVATION

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

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



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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Tom Galanis, Director, TAG Media, tom@tag-media.org, +44 (0)7805 638742.

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

11:05 – 11:30 REFRESHMENT BREAK

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

12:50 – 14:00 NETWORKING LUNCH BREAK

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, Media Director, SBC Global

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

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, Igaming Performance

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

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

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

15:30 – 17:00

INVITE ONLY – ISPORTCONNECT SPORTS BETTING ROUND TABLE

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

DINNERS

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

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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