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## IMPORTANT EVENT UPDATE. RESPONSIBLE MARKETING FOR GAMBLING OPERATORS.

We have taken the difficult decision to make our Responsible Marketing for Gambling Operators Conference in October an entirely digital event.

A promotional banner for the event. On the left, there is a circular graphic showing a slot machine reel with a crown on top, surrounded by falling gold coins. The reel has numbers like 100s, 500s, and 1000s. On the right, the KnowNow logo is at the top. Below it, the text reads "Responsible Marketing for Gambling Operators 2020" in yellow and white, followed by "2 Day Digital Event" in white. At the bottom left, the dates "15 & 16 October" are displayed in white. At the bottom right, a yellow box contains the text: "Day 1 - Research and Regulation. Day 2 - Digital Marketing: Best Practice and protecting the young and vulnerable." in white.

**15 & 16 October**

Day 1 - Research and Regulation.  
Day 2 - Digital Marketing: Best Practice and protecting the young and vulnerable.

### Digital Event.

Given recent government announcements we feel this is our best option. We have a great agenda and speakers and really want to deliver the content.

We understand that business meetings are not impacted by the new rule of 6. Saying that conferences will be reviewed from October 1<sup>st</sup>.

Therefore we made the call now rather than be faced with a potential logistical nightmare nearer the event.

Delegates who had booked to attend the venue have been given the option to change to digital passes.

Of course this does mean some changes to timings because we need to put small breaks between sessions and remove longer coffee breaks. [You can view the revised agenda here.](#)

We are disappointed that we cannot bring everyone together in person. However we remain confident that this will be an invaluable event. A packed 2 day agenda includes speakers from the UKGC, Betting and Gaming Council, Sky Betting and Gaming, ASA / CAP, Clifton Davies Consultancy Limited, EGBA, Gordon Moody Association, Wiggin LLP and Ball Street Network.

[View the full agenda here.](#)

Gambling   Marketing