



European iGaming Congress & Expo
 19-21 October 2010
 Bella Center
 Copenhagen, Denmark

Draft programme

Day One, Tuesday, 19 October 2010

10:00 – 13:00	EiG registration and welcome networking session in entrance hall
12:00	EiG Expo opens
12:10	Speed Networking Your perfect opportunity to quickly meet new people to follow up with later on during or after the event.
13:00	Opening of the conference and welcome address by Clarion Gaming
13:10	Chairman's welcome
13:15	Opening keynote: EU Commission update on pan-European regulations for cross-border gambling services <ul style="list-style-type: none"> • Position of the EU Commission on the ECJ rulings – addressing the ambiguity • Progress of the Green Paper commissioned by the EU Commissioner • Consulting with the stakeholders – what the EU Commission needs to understand to take a position Invited speaker: Michel Barnier, European Commissioner for Internal Market and Services, European Commission
13:30	Outside industry keynote
14:00	Keynote panel: Leading investors on global investment trends in technology, products and online entertainment <ul style="list-style-type: none"> • Searching for the next big thing – putting gaming in the context of online entertainment • What's the global investment climate for e-commerce investments? • Reviewing trends of the future: apps, mobile, cloud computing • Assessing investment criteria for e-commerce investors
15:00	Coffee and refreshment break in Expo hall
15:30	Start-Up LaunchPad Discover novel ideas for gaming products and propositions presented by up to five start-ups that will pitch their ideas to a panel of industry experts and investors. After hearing their pitches and the experts' commentary, participate in the voting session to choose the winner who is best placed to revolutionise the iGaming market in 2011. Start-ups interested in applying should contact Ewa Bakun, Event Director, on +44 (0)207 370 8567 or ewa.bakun@clariongaming.com
17:30	End of Conference and Drinks Reception in the Expo hall
19:30	Close of EiG Day One and EiG Kick-Off Party

Day Two, Wednesday, 20 October 2010

09:00	EiG registration opens
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10:00	Expo and Conference open Chairman opening remarks: Assess the implications of converging business models in online gaming for your business		
10:05	EiG MegaDebate 1: iGaming vision for 2015 – be inspired by and gain one-to-one advice by the iGaming leaders <ul style="list-style-type: none"> • Find out future growth areas for your business – adopting successful and emerging business models: B2C, B2B, B2G, P2P ... • Adapt your business to the ever changing regulatory environment and learn about new partnership opportunities that will give you a competitive edge • Expand your customer base via new products, new markets and Mergers & Acquisitions <p>Panel discussion will be followed by interactive break-out sessions with the CEOs of the leading iGaming operators and suppliers who will host a roundtable and be available for 30 minutes of in-depth discussions and questioning.</p> <p>Confirmed speakers: H.C. Madsen, CEO, Danske Spil Jim Ryan, CEO, PartyGaming Nicolas Beraud, CEO, Mangas Gaming</p> <p>Other proposed speakers: CxO and MDs of Ladbrokes, Unibet, Betsson, 888 Holdings, Sportingbet</p>		
11:30	Coffee and refreshment break in the Expo Hall		
12:00	Track One: Gambling meets ... - Strategic partnerships and cooperation	Track Two: Regulations and new markets	Track Three: Innovation in practice
	<p>12:00 Panel discussion: Media and entertainment brands meet gambling – competitors or partners?</p> <ul style="list-style-type: none"> • What if Google launched online gambling tomorrow ... • Diversifying your revenue streams with gaming – who is best placed to benefit • Evaluating and leveraging the power of your database for your new gambling proposition • Partnership opportunities in mature vs. new markets • Market entry strategies for media brands: white label vs. in-house platform • Leveraging media's innovative customer interaction <p>Confirmed speakers: Simon Burrige, CEO, Virgin Games Richard Flint, MD, Sky Bet Olivier Ou Ramdane, General Director, EurosportBet Andreas Ternstrom, MD, Bonnier Gaming</p> <p>12:45 Panel discussion: Offline</p>	<p>12:00 Regulatory panel: How iGaming regulations are changing across Europe</p> <ul style="list-style-type: none"> • Impact of the French and Italian licensing frameworks on European regulations of online gaming • Off-shore operators vs. EU state licensing • Assessing the regulations' benefits for the industry – pros and cons • Multi-jurisdiction cooperation – is there will amongst regulators • Setting the optimal taxation levels that will favour the industry's advancements, provide benefits for customers and satisfy the states' objectives • Impact on the customers who are now enjoying exceptional value for money – how operators will need to change their offering and marketing <p>Confirmed speaker:</p>	<p>12.00 Keynote marketing panel Focus on the latest trends and opportunities in SEO, affiliate marketing, loyalty programmes and CRM.</p> <p>12.45 Hands-on creativity workshop: Build your next hit product!</p>

	<p>meets online – are land-based casinos in a privileged position to launch online gaming site?</p> <ul style="list-style-type: none"> • Are land-based gaming establishments benefiting from new regulatory regimes? • Marrying offline with online – what is the rationale? • Assessing the risk and additive revenues of land-based visitor cannibalisation • Best practice and strategies to launch online from the land-based perspective • Leveraging the value of the bricks-and-mortar brand in the online environment • Land-based vs. online – operational and marketing perspectives <p>Confirmed speakers: Jonathan Strock, COO and Director of Regulation, Barriere Interactive Gaming Moise Serero, CEO Partouche Interactive, Groupe Partouche Paul Herzfeld, CEO, Casinos Austria</p> <p>Other proposed speakers: CxOs and senior management of Seminole Hard Rock International, Rank Interactive</p>	<p>Juan Carlos Alfonso Rubio, Coordination Director, Loterías y Apuestas del Estado, Spain</p> <p>Proposed speakers: Regulators representing France, Italy, Denmark, Spain, UK and off-shore jurisdictions</p> <p>Panel discussion with leading regulators will be followed by interactive break-out sessions where regulators will host a roundtable and be available for further discussion</p>	
13:30	Lunch in the Expo hall		
15:00	Track One cont.: Gambling meets... - Strategic partnerships and cooperation	Track Two cont.: Regulations and new markets	Track Three cont.: Innovation in practice
	<p>15:00 Panel discussion: Gaming (casual, skill, computer, fantasy, MMORPG) meets gambling –lessons learnt and shared between the two gaming worlds</p> <ul style="list-style-type: none"> • Expand your customer base by appealing to mass market, more comfortable with casual gaming • Entertaining vs. enticing to transact – how gaming differs from gambling and how the two sectors cross over • Lessons on player engagement and tracking player behaviour • How casual gaming is changing the business for gambling operators 	<p>15:00 Regulations & Industry panel: Assessing the implications of the regulations for the industry and adopting the right market strategy in regulating markets:</p> <ul style="list-style-type: none"> • Post ECJ Santa Casa-bwin case • Will there be a clear split between off-shore operators and those seeking the local licences? • Local vs. global strategies • Are partnerships with local companies the best way forward as an expansion strategy • Media, lotteries, land-based 	<p>15.00 Tomorrow's consumers: Interactive, out-of-the box workshop</p> <p>15.45 Creative thinking for the whole team: Learn from your peers in this engaging and interactive roundtable format</p> <p>16.30 Product innovation in sportsbetting</p>

	<ul style="list-style-type: none"> • Monetising casual gaming via virtual currency, micro-payments ... • Casual/skill gaming as part of gambling proposition and as a stand-alone model • Casual gaming as an entry strategy onto new markets (e.g. Italy) <p>Proposed speakers: CxOs and senior management of Worldwinner.com, Watercooler, Sega Games, Zynga, United Games</p> <p>16:00 Meet the lotteries: spotlight session and break-out discussions – Lotteries meet online gambling 5 lotteries from emerging markets will present developments and plans for online gambling and be available for in-depth discussions in interactive break-out sessions</p> <p>Confirmed speakers: Lars Runov, Head of Online, Danske Spil</p> <p>Other proposed speakers: CxOs and senior management representing lotteries from Denmark, Poland, Croatia, Finland, UK, France, Canada, Finland</p>	<p>casinos – who can offer the first-mover advantage</p> <ul style="list-style-type: none"> • Creating a value add for customers in regulated jurisdictions; going beyond bonuses in newly market where high taxes affect your margins • Spotlight on France <p>Confirmed speakers: Per Hellberg, CEO, Nordic Gaming Isabelle Parize, Chairwoman, Mangas Gaming Representative, EU Lotteries</p> <p>Proposed speakers: CxOs and senior management of Betclick, Betsfair, PMU, Snai</p> <p>15:45 Next in payments: Focus on emerging markets Panel and roundtable discussions with experts</p>																
16:30	<p>Legal roundtables in Expo hall: Interactive discussions on legal and business opportunities in different jurisdictions worldwide:</p> <table border="0" data-bbox="255 1361 1149 1518"> <tr> <td>France</td> <td>Italy</td> <td>Spain</td> </tr> <tr> <td>Denmark</td> <td>UK & Ireland</td> <td>Belgium</td> </tr> <tr> <td>Germany</td> <td>California</td> <td>Florida</td> </tr> <tr> <td>New Jersey</td> <td>Congressional Bills</td> <td>Poland</td> </tr> <tr> <td>Czech Republic</td> <td>Latin America</td> <td>Asia</td> </tr> </table>			France	Italy	Spain	Denmark	UK & Ireland	Belgium	Germany	California	Florida	New Jersey	Congressional Bills	Poland	Czech Republic	Latin America	Asia
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18:30	Expo closes																	
21:00	Official EiG Party																	
Day Three, Thursday, 21 October 2010																		
09:00	EiG registration opens																	
10:00	<p>EiG MegaDebate 2: Future market leaders: Securing your share in the increasingly competitive marketplace by exploiting technology developments, innovative business models, niche products and new audiences</p> <p>Confirmed speakers: Malcolm Graham, CEO, PKR</p>																	



	<p>Alex Dreyfus, CEO, Chili Poker Lee Richardson, CEO, Boylesports</p> <p>Other proposed speakers: CxOs and senior management of Tombola, Gaming Media Group, Gaming VC</p>	
11:00	Revival post-EiG party coffee and refreshment break	
11:30	Track One: Regulations and new markets – USA in the spotlight	Marketing channels and customer focus
	<p>11:30 Lobby panel: US regulations in the spotlight – Federal vs. intrastate debate</p> <p>Proposed speakers: US policy makers and lobby groups</p> <p>12:15 US industry partnership panel: Devising your market entry strategy and positioning yourself to capitalise on the opening of the US iGaming market – commercial partnerships and product development to appeal to the US player</p> <p>Confirmed speakers: Michael Brodsky, Executive Chairman, Youbet.com Frank Pracukowski, Director of Administration, Foxwoods Development Compnay</p> <p>Other proposed speakers: Senior management of Wynn Resorts, CTBA/CNIGA</p>	<p>The future is mobile panel: Leveraging the reach of iPhones and popularity of mobile apps to make mobile gambling a profitable channel for your business</p> <p>12:00 CRM, retention and increasing a players’ lifetime value: Creating a customer-centric business architecture and achieving the Single Customer View.</p> <p>12:30 Case study: Fully integrating social media into your customer proposition and game design</p> <p>13:00 Case study project: Developing a Facebook strategy for your company</p>
13:30	Lunch in the Expo hall	
15:00	Close of EiG 2010	