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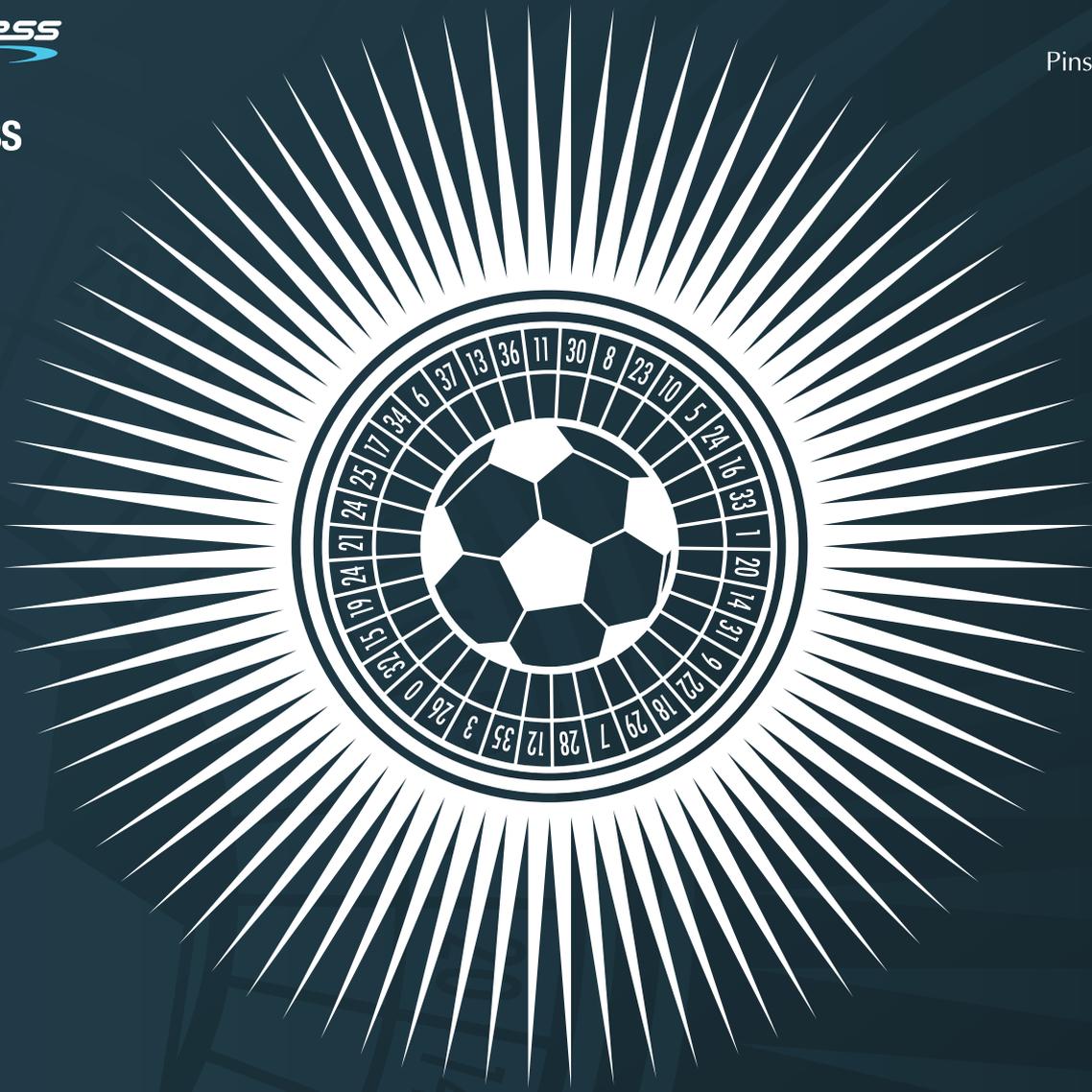
*sport*  
*business*

iGAMING  
BUSINESS

HOSTED BY



Pinsent Masons



# SPORT & iGAMING

CONFERENCE 2011

23<sup>RD</sup> NOVEMBER 2011

30 CROWN PLACE, EARL STREET, LONDON EC2A 4ES

WWW.SPORTANDIGAMING.COM

# WELCOME

Welcome,

Following on from our launch event last year, we are delighted to welcome you to the second Sport and iGaming Conference, once again sponsored by the top law firm in this sector, Pinsent Masons. The first event was a great success with a broad range of topics matched by an engaged and lively delegation and we are building on this in our second year. But don't just take our word for it:

"Last year's Sport and iGaming conference was a fantastic event, attended by the industry's leading brands and individuals. The sessions were both informative and engaging, whilst the case studies showcased some great work, particularly around sponsorship activation."

- Andy Lulham, Head of UK Sports PR, Betfair

"The 2010 iGaming conference was an unparalleled success in delivering a much deeper understanding of online gaming and was a fantastic forum for engaging with the industry's market leaders."

- Chris Kelly, COO Cage Wars Championship

This is such an exciting sector, bubbling over with creativity and fresh thinking and we really will see this best of this at the Sport and iGaming Conference 2011.

With great opportunities for networking throughout the day, make sure you join us this November in London. We look forward to meeting you there.



Kevin Roberts  
Editorial Director  
SportBusiness Group



Michael Caselli  
Managing Editor  
iGaming Business

## WHO SHOULD ATTEND?

- Head of brand
- Sponsors and Sponsorship managers
- Betting operations marketing managers
- Marketing agencies
- Rights holders looking to attract sponsors
- Rights holders interested in find betting partners
- Governing bodies
- Lawyers
- Academics
- Disciplinary & governance professionals
- Government officials
- Athlete managers

## WHY YOU SHOULD ATTEND

- Gain insight and analysis from leading industry figures
- Network and make contacts within the sport and iGaming communities
- Hear exclusive research on the relationship between the industries
- Learn how to make sport and gaming sponsorships work
- Receive exclusive data on our developing industry to take back to the office
- Determine future trends and areas of opportunity

## ATTENDEES FROM 2010 INCLUDED:

Sportingbet PLC, Paddy Power Plc,  
The Football Association, BSkyB,  
Eredivisie Media & Marketing,  
Football Data Co Ltd, Manchester United Limited,  
Horse Racing Ireland, William Hill,  
Perform Group, Betfair, Bodog, Fulham FC,

International Rugby Board, Sheffield United FC,  
The Sportsman Media Group GmbH,  
Input Media, SkyBet, 188Bet,  
Professional Squash Association, Racing Post,  
Action Images, Danoptra and many more.

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THE SPORT AND iGAMING CONFERENCE 2011  
23<sup>RD</sup> NOVEMBER AT PINSENT MASONS LLP, LONDON

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08.30-09.30

*Registration, coffee and networking*

09.30-09.45

*Welcome from organisers and Pinsent Masons LLP*

09.45-10.00

***Opening thoughts:***

The last twelve months in the business... and what's next from event chairman Michael Caselli (Lyceum Media)

10.30-11.15

***Panel Discussion One: How gaming brands can achieve results in an already competitive and crowded market***

The huge growth of gaming brands involved in the sport industry, whether as sponsors, partners or official gaming provider has led to a crowded market. With so many gaming companies in the sport space how do they stand out from the crowd? What makes an effective gaming sponsorship? How does a gaming brand measure a sponsorship campaign?

11.15-11.45

***Networking coffee break***

11.45-12.30

***Case Studies: Football gaming sponsorship success stories***

In this section delegates have a rare opportunity to get a behind the scenes look at a partnership between a gaming brand and football team. We plot the origin of the deal, what the aims of both parties were, the activations, measurement and results of the deal.

12.30-13.15

***Panel Discussion Two: Better gaming sponsorship through technology***

In our industry technology has never been more important or effective in developing successful campaigns. In this interactive discussion we look at the latest technological innovations and how they are likely to shape the future. Developments for discussion include mobile, in-play, QR codes and more. Is integrity maintained as the industry grows. How is a brand's reputation maintained in the midst of a crisis?

13.15-14.15

***Lunch***

14.15-14.45

***iGaming in 2012 and beyond - research presentation***

A leading research organisation share with us the latest findings on a particular part of the industry. The data will be distributed exclusively post-event to all delegates.

14.45-15.15

***Case Study: Non-football gaming sponsorship success stories***

Football is only a part of the UK sport scene, plenty of other opportunities exist in other sports. In this spot we are presented with the work between a gaming brand and non-football property. We plot the origin of the deal, what the aims of both parties were, the activations, measurement and results of the deal.

15.15-16.00

***Panel Discussion Three: Meet the rights holders***

Creating a successful relationship between brands and the rights holders is crucial in making a sponsorship work. In the final discussion of the day, we get the insight from rights holders about what they look for with a partner. Potential problems are discussed and strategies for success highlighted.

16.00-16.15

***Closing remarks from chairman.***

16.15-18.00

***Networking reception.***

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**Conference rate** £349+VAT - Standard Delegate Place**Method of payment****Your details**

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3rd Floor, 33-41 Dallington Street  
London, EC1V 0BB.**SUBSTITUTIONS, CANCELLATIONS AND REFUND POLICY**

Substitutions are welcome at anytime. Written cancellations made more than 4 weeks prior to the event date will be refunded. Written cancellations made two weeks or more prior to the event date will be subject to a 50% refund. Cancellations made within 2 weeks of the event date cannot be refunded. All cancellations must be made in writing. SportBusiness Group and other members of Electric Word Plc Group safeguard your data. SBG reserve the right to alter the programme or speakers at any time and without notice due to unforeseen circumstances. We also reserve the right in our absolute discretion and without further liability to cancel the programme in which case all monies will be refunded. By signing this Order Confirmation you have expressly warranted that you have authority to bind the Client into a legal and binding contract with the Publisher. This Order Confirmation and any dispute or claim arising out of or in connection with it or its subject matter or formation shall be governed by and construed in accordance with the law of England & Wales. The parties irrevocably agree that the Courts of England & Wales shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Order Confirmation or its subject matter or formation. We will endeavour to keep you informed of our other conferences and products where appropriate and may occasionally make your details available to reputable companies outside the Group. If you would prefer us not to release your name to third parties, please tick this box