



The New iGaming Customer Experience Summit
18-19 April 2024, President Wilson Hotel, Geneva

The ONLY event bringing together CMOs and top-level leaders in Marketing, Acquisition and Retention from the most prominent iGaming operators across the globe

Where Innovation takes centre stage to capture and retain the next generation of player

Learn from and network with a multitude of CMOs and marketing leaders from top iGaming operators, as they openly sharing their practical insights on:

- **Unlocking Omnichannel Success:** Discover strategies for gathering player data to customise epic marketing campaigns across channels that captivate and retain your gaming enthusiasts
- **Mastering Traffic Acquisition Costs:** Strategically allocate marketing budget to maximise ROI in a world with constant new game releases
- **Elevating Segmentation with AI & ML:** Implement artificial intelligence and machine learning to unveil player insights and deliver personalised marketing campaigns at scale
- **Cracking the Player Retention Code:** Embed a central data platform to track player journeys, identify gaps, and boost player retention

Transform Responsible Gambling: Safeguard players with a digital strategy that uses insights into their behaviour to provide a safer gaming experience

“Looking forward to this new gathering of iGaming operators for much-needed conversation on delivering exceptional engagement through marketing and media.”

Vlastimir Vukadinovic, Marketing Director, Superbet

Sponsors Include:



Advisory Board:

An Agenda Designed By The Industry. For The Industry:

Jimena Sanz, Head of Marketing, LatAm, **Betsson**
Eleonora Norbiato, Head of Acquisition, **SKS365**
Vedran Karaman, Founder, **Karaman Digital**
Matthias Kaiser, Head of CRM, **Tipico**
Ivana Flynn, SEO Expert, **iGX**
Pedro Midoes, Head of CX Product, **Entain**
Gareth Woodhouse, Head of Digital and CRM, UK, **Genting**

Confirmed Speakers

Learn From. Be Inspired By

Industry Speakers Include:

1. Pontus Lindwall, CEO, **Betsson AB**
2. Francesco Postiglione, CEO, **Casumo**
3. Anders Kristoffer Holst, CEO, **Varelotteriet**
4. Marcel Tobler, CEO, **Swiss Casinos**
5. Marco Trucco, CMO, **Videoslots**
6. Adrian Meyer, CMO, **Swiss Casinos**
7. Marko Negovan, CMO, **Balkan Bet**
8. Brian Christner, Chief Online Gaming Officer, **Grand Casino Baden**
9. Stathis Loverdos, Director Customer Experience, **Kaizen Gaming**
10. Ana Marantes, Head of Player Experience, **Estaril Sol Digital**
11. Sandhya Singh, Chief Customer Experience Officer, **Casumo**
12. Maria Grigorova, Head of CRM and Personalization, **Rank Group**
13. Conrad Bugeja, Global SEO Director, representing **Oddschecker/Fairplay Sports Media**
14. Adrian Caprita, CRM and VIP Director, **Superbet**
15. Kaspars Taurins, Head of Product Design, **Entain**
16. Adam Walker, Head of Commercial Product, Spain, **William Hill**
17. Markus Faulhaber, CRM Lead, **Tipico**
18. Gigi Stancu, Marketing Manager, **Superbet**
19. Georg Wawer, Managing Director, **Win2Day (Austrian Lotteries)**
20. Delia Topfer, Head of Customer Success Management, **Grand Casino Baden**
21. Asa Thelin, Head of Design and Experience, **Svenska Spel**
22. William Barraclough, Vice President Product & Design, **888 Holdings**

23. Juan Carlos Alvarez, Head of Digital Marketing, **Casimba**
24. Matthias Kaiser, Head of CRM, **Tipico**
25. Sebastiaan Admiraal, Head of CRM, **Nederlandse Loterij**
26. Agnieszka Osmialowska, Data Protection Officer, **LV Bet**
27. Noemi Monge Donaire, Head of Customer Experience Spain, **William Hill**

Sponsored Speakers Include:

- Michael Zukewich, Business Development Director, **Howard & Howard**
- Matthew Gilbery, Director, Personalization Offering, **Optimove**
- Matevz Mazij, CEO, **Bragg**
- Tomer Baume, CEO, **Solitics**
- Claudia Heiling, CEO, **Golden Whale**
- Bjorn Nilsson, Co-Founder, **FDTX**
- Dmitry Belianin, Co-Founder, **FDTX**

Guest Speakers Include:

- Curtis Roach, Co-Founder, **iGaming Future**
- Gustaf Hoffstedt, General Secretary, **Swedish Trade Association for Online Gambling**
- Jan Rehola, Director, **Czech Institute for Gambling Regulation, Czech Republic**
- Tonya Roedell, Founder, **BroaderReach Consulting**
- Mark Pace, President, **International Gaming Standards Association**
- Carl Hallam, Director, **Vega Digital**

iGX – Day 0, Wednesday 17th April 2024

6:00pm Welcome Drinks at the Glow Bar – Hotel President Wilson Foyer

iGX – Day 1, Thursday, 18th April 2024

08:00 Registration and Welcome Coffee

09:00 Welcome Remarks:
[Gabriela Martins da Silva](#), Editorial Director, WBR

09:10 Chairperson's Opening Address
[Trish Lynch](#), UN Moderator/MC/News Anchor

A View from the Top

09:20 CEO Keynote + Q&A: From Local Roots to Global Heights: Unveiling Betsson's winning formula for establishing synergy partnerships that enabled us to achieve rapid iGaming expansion
[Pontus Lindwall](#), CEO, Betsson Group AB

Launching a Bigger than Twitter Engagement Platform

09:50 Case Study: Avoiding AI Regulatory Governance Pitfalls: How to navigate your business towards successful and ethical AI implementations
[Mark Pace](#), President, International Gaming Standards Association
[Michael Zukewich](#), Business Development Director, Howard & Howard

Tailoring Gaming Experiences

10:20 Panel Discussion: Be the Customer's No.1: How can you leverage the latest digital tools to provide a super-duper engaging customer experience that attracts new audience segments, and helps you stand out from the crowd?
[Anders Kristoffer Holst](#), CEO, Varelotteriet
[Marco Trucco](#), CMO, Videoslots
[Marcel Tobler](#), CEO, Swiss Casinos
Moderator: [Matevz Mazij](#), CEO, Bragg Gaming

11:00 Morning Coffee Break

Get Ahead of Compliance

11:40 Case Study: Digital Personalization: Standing on the (Cutting) Edge
[Matthew Gilbery](#), Director Personalisation Offering, Optimove
[Maria Grigorova](#), Head of CRM and Personalization, Rank Group

From Customer Experiences to Player Experiences

12:05 Case Study: Super Human Engagement: How to construct retention with machine learning, gamification and timely personalised engagement
[Claudia Heiling](#), COO & Co-Founder, Golden Whale
[Delia Topfer](#), Head of Customer Success Management, Grand Casino Baden

12:30	Networking Lunch	<p>Lunch Masterclass: How FTDx's can unlock a new revenue source and turn your blocked traffic into additional income – invite only. <i>Curious about the hidden value of traffic from your blocked markets? What if that overlooked traffic could significantly boost your income? We will help you assess it and unlock the value.</i> <i>Where do you want to grow? Discover how FDTX not only transforms your blocked traffic into income, but also strategically boosts your presence in desired GEOs.</i> <i>At FDTX, we're committed to a revenue share model, ensuring we succeed together.</i></p> <p>Bjorn Nilsson, Co-Founder, FDTX Dmitry Belianin, Co-Founder, FDTX</p>
	Track A Advancing your Acquisition Strategies Chair: Trish Lynch, UN Moderator	Track B Revamping your Retention Strategies Chair: Mark Pace, President, International Gaming Standards Association
13:45	<p>Case Study Revolution: <u>Leading with Content as King</u>: How to create high-quality and informative content such as game guides, reviews and strategy articles to better attract and engage new players Conrad Bugeja, Global SEO Director, representing Oddschecker/Fairplay Sports Media</p>	<p>Fireside Chat: <u>Maximise CRM</u>: How can you upscale your CRM strategy to match a more sophisticated data-driven market, streamline your segmentation and use data to keep your seasonal players re-engaging year on year? Matthias Kaiser, Head of CRM, Tipico Sebastian Admiraal, Head of CRM, Nederlandse Loterij Maria Grigorova, Head of CRM and Personalization, Rank Group Moderator: Curtis Roach, Founder, iGaming Future</p>
14:20	<p>Case Study Revolution: <u>Navigating the iGaming Regulatory Maze</u>: Practical tips for AI governance in 2024 from the perspective of privacy law Agnieszka Osmialowska, Data Protection Officer, LV Bet</p>	<p>Case Study Interactive: <u>SEO Focus</u>: Why SEO teams are failing your business and how to drive profitable growth Carl Hallam, Director, Vega Digital</p>
14:55	<p>Interview: <u>Smashing it With Social</u>: How Superbet launched Supersocial, a brand-new engagement platform to hook and onboard audiences that quickly overtook Twitter and entered the leaderboard of top social media apps in Romania Gigi Stancu, Marketing Manager, Superbet Moderator: Trish Lynch, UN Moderator/MC/News Anchor</p>	<p>Discussion Group: <u>Identify and Resolve Problematic Features</u>: What are the indicators of a problematic gaming experience and how can you migrate players towards products which provide the experience they love but that promote safer play? Kaspars Taurins, Head of Product Design, Entain</p>
15:30	Afternoon Coffee Break	
Next Generation Personalisation		
16:10	<p>Case Study Featuring Live Demo: 5 Game Changing AI Use Cases for the iGaming Industry Brian Christner, Chief Online Gaming Officer, Grand Casino Baden</p>	
Let's Dive into Minds		
16:40	<p>Case Study: <u>Who are You? (Really?)</u>: How to unleash psychographic superpowers to create unrivalled player experiences Asa Thelin, Head of Design and Experience, Svenska Spel</p>	
Maintaining the Magic of Gaming		
17:05	<p>Closing Keynote: <u>Videoslots' Provocation</u>: No tool? No problem when you master the product Marco Trucco, CMO, Videoslots</p>	

17:30	Chairperson's Closing Remarks Trish Lynch, UN Moderator/MC/News Anchor
17:35	Drinks reception – Open to All at the President Wilson Hotel
18:35	End of Day One

iGX – Day 2, Friday, 19th April 2024

08.20	Registration and Welcome Coffee	
08:50	Welcome Remarks: Gabriela Martins da Silva , Editorial Director, WBR	
09:00	Chairperson's Opening Address: Trish Lynch , UN Moderator/MC/News Anchor	
Sharing the Ultimate Gaming Wisdom		
09:10	CEO Keynote Interview: Balancing Multiple Conflicting Demands: How to adapt your leadership style and business models to navigate thinning profit margins, a growing compliance burden and a strong commitment to harm-free gambling across multiple markets Francesco Postiglione , CEO, Casumo Moderator: Michael Zukewich , Business Development Director, Howard & Howard	
Hear from Marketing Leaders		
09:30	Panel Discussion: Marketing Leadership Strategy: How to identify a long-term marketing strategy that balances using the right digital tools with a strong knowledge of your people, processes and tools to achieve high engagement and avoid over-communication and consumer fatigue Adrian Meyer , CMO, Swiss Casinos Marko Negovan , CMO, Balkanbet Adam Walker , Head of Commercial Product, Spain, William Hill Moderator: Trish Lynch , UN Moderator/MC/News Anchor	
Launch a Kick-Ass Brand		
10:00	Presentation: Create Unique Experiences: How to combine CRM efforts with gamification to create experiences that transcend bonuses and prizes, and retain savvy players with brand uniqueness Tomer Baumel , CEO, Solitics	
Magnify Retention with Gamification		
10:20	Case Study: How to build a brand that customers love, with a clear proposition, that stands out from competitors, launches strong and drives long-term growth William Barraclough , Vice President Product Design, 888 Holdings	
10:40	Morning Coffee Break	
	Track A <i>Ideal for CMOs, Heads of Marketing and Acquisition</i> Advancing your Acquisition Strategies Chair: Trish Lynch , UN Moderator	Track B <i>Ideal for CMOs, Heads of Marketing and Retention</i> Revamping your Retention Strategies Chair: Gustaf Hoffstedt , General Secretary, Swedish Trade Association for Online Gambling
11:20	Case Study Featuring Live Demo: Leveraging AI Video Content: How to master AI video content creation to promote new products, reach new audiences and achieve epic acquisition results Juan Carlos Alvarez , Head of Digital Marketing, Casimba	Safer Play Case Study: Safe Player Retention: How to use intuitive real-time game notifications tools to help players set limits and manage their gambling habits without driving them away Georg Wawer , Managing Director, Win2Day 11.40 Case Study: Safeguarding Licensed Markets: Insights from the Nordics and dispelling misconceptions in the gambling industry Gustaf Hoffstedt , General Secretary, Swedish Trade Association for Online Gambling

12:00	<p>Interview: Fintech and Gambling: Similarities and differences between gambling and financial (Forex) markets Jan Rehola, Director, Czech Institute for Gambling Regulation, Czech Republic Moderator: Trish Lynch, UN Moderator/MC/News Anchor</p>	<p>Case Study Revolution: Perfecting Personalised Rewards and Bonuses: How to tailor your loyalty program with a tiered approach based on player preferences and offer VIP treatment to your long term platers to keep users engaged and motivated Adrian Caprita, CRM and VIP Director, Superbet</p>
12:20	<p>Case Study: Offering Players an Immersive Gaming Experience: How to embrace AR and VR capabilities to transform the player experience into the ultimate journey of imagination straight to their living room Georg Wawer, Managing Director, Win2Day</p>	<p>Discussion Group: Nordics: What are the latest updates on Nordics regulator's plans for the online gambling market? Gustaf Hoffstedt, General Secretary, Swedish Trade Association for Online Gambling</p>
12:50	<p>Discussion Group: Audit Your Digital Tool Portfolio: How to manage a large portfolio of digital solutions, ensure they are all being used to full potential, and simplify where you can cut costs? Conrad Bugeja, Global SEO Director, representing Oddschecker/Fairplay Sports Media</p>	<p>Discussion Group: Spain: How to create a local partnership in the Spanish market to harness hyper-personalised experiences, build a strong player engagement base and stay compliant amid new regulations Noemi Monge Donaire, Sportsbook Sites Manager, William Hill</p>
13:20	Lunch Break	
Turning Responsible Gambling into A Game Changing Adventure		
14:20	<p>Fireside Chat: Creating a Winning Safer Gambling Strategy: How can you use digital tools to navigate the seas of player behaviour and use these insights to keep your players safe on their gaming voyage? Sandhya Singh, Chief Customer Experience Officer, Casumo Asa Thelin, Head of Design and Experience, Svenska Spel Moderator: Curtis Roach, Founder, iGaming Future</p>	
Where Experience Meets Entertainment		
14:50	<p>Panel Discussion: Returning to Entertainment: How are operators leading a cultural shift to focus on proving the most entertaining experience to customers? Sandhya Singh, Chief Customer Experience Officer, Casumo Stathis Loverdos, Director Customer Experience, Kaizen Gaming Ana Marantes, Head of Player Experience, Estaril Sol Digital Moderator: Trish Lynch, UN Moderator/MC/News Anchor</p>	
The Epic Debate - a Clash Between Engagement and Loyalty		
15:20	<p>Oxford Style Debate: Have bonuses and loyalty perks pushed ROI limits, and are these tools now substituting genuine entertainment experiences? Agree: Noemi Monge Donaire, Head of Customer Engagement, William Hill Disagree: Adrian Caprita, CRM and VIP Director, Superbet Moderator: Trish Lynch, UN Moderator/MC/News Anchor</p>	
15:40	<p>Chairperson's closing remarks Trish Lynch, UN Moderator/MC/News Anchor</p>	
15:45	<p>End of iGX – See you next year!</p>	