

Thursday 21 January

09.00 Registration and refreshments

09.25 Welcome from the Chair

Tom Washington, group head of content, eGaming Review

09.30 Executive panel: Growth in the Nordics – where to find it and how to achieve it

- The greatest opportunities for operators and the strategies needed to unlock them
- What consolidation means for the competitive landscape in the Nordics region
- Why the biggest brands with the biggest budgets could be in danger of losing out

Moderator: Tom Washington, group head of content, eGaming Review

Ulrik Bengtsson, CEO, Betsson Group

Enrico Bradamante, managing director and chief of European market operations, NetEnt

Robin Reed, CEO, Gaming Innovation Group

Rasmus Svenningsson, co-founder and CPO, Casumo

10.15 Great expectations: What regulatory progress in key Nordic markets means for operators

- How soon is now? Plotting the regulatory journeys of Norway, Finland and Sweden
- What does Sweden's regulatory inquiry mean for the future of the market?
- Are operators facing a marketing lockdown in key Nordic markets?

Mattias Kelmeling, associate, Hansen Advokatbyrå

10.45 Refreshment break

11.15 Broad horizons: Taking the Nordic success formula into mainland Europe and beyond

- Which overseas markets hold the greatest potential for Nordic-focused operators?
- What determines success in the Nordics compared to other international egaming markets?
- Market entry strategies – how to get your marketing, product and talent right

Johan Styren, CEO, LeoVegas

11.45 Product innovation: Why it's time to put customer experience and UI at the heart of your casino strategy

- How can operators get ahead when it comes to device usage trends?
- How is the growing trend of gamification affecting product strategy and innovation
- The secrets to perfecting a multi-channel user experience on casino and sportsbook

Moderator: Tom Washington, group head of content, eGaming Review

David Johnson, group commercial director and general manager, NYX Gaming Group

Pierrick Leveque, head of research and development, Guts Gaming

12.30 Lunch

14.00 Roundtable discussions

1. A fresh approach: From early detection to ROI, how to get the most from your responsible gambling strategy

Maris Bonello, integrity analytics manager, Unibet

2. Keys to success: Sports betting in Nordic markets

Tom Light, vice president of business development, SBTech

15.00 Roundtable discussions repeat

16.00 Drinks

17.00 Close of event