

AUSTRALASIAN GAMING EXPO 2018

**THREE DAY SEMINAR
PROGRAM.**



**AUSTRALASIAN
GAMING EXPO**

**EXCITING. ENGAGING.
ALL ENCOMPASSING.**

EVERYTHING THE PERFECT VENUE NEEDS TO KNOW.

Organised by Gaming Technologies Association (GTA) in partnership with Asia Gaming Brief (AGB), the AGE Seminar Program is the official seminar program for the Australasian Gaming Expo, running over all three days of the expo on 14 – 16 August 2018.

The Australasian Gaming Expo brings together the who's who from both the Clubs, Hotel and Casino segments with over 5000 hospitality executives already registering to attend. Last year there were 6345 visitors which included 813 Directors, 500 Chief Executives, 450 Operations Managers, 449 Gaming Managers and 302 Managing Directors. This makes the Australasian Gaming Expo the must attend event for anyone wanting to do business in hospitality.

The seminar program is held within the ICC Sydney complex, making this the must-attend seminar program for executives in the clubs, casino, pubs & hotels, hospitality and gaming space – covering topics related to new technologies, gaming, regulation, hospitality, customer service and millennials.

Technology Disruption and Innovation

Gaming Products of Tomorrow

International Masterclass in Gaming Law

Understanding Millennials & Generation Z

Optimising Social Media

Streamlining F & B

Gaming Machines and Pub Valuations

SPONSORSHIP OPPORTUNITIES

This is the second year we have run a seminar program at the Australasian Gaming Expo, with many sessions last year being heavily over-subscribed. This year we have upgraded the program with more seminars covering more topics and we are seeing high levels of demand for registrations. There are sponsorship opportunities for you to maximise your exposure to precisely targeted, well defined prospects.

To find out more contact Janice at Janice@AGBrief.com



DAY 1

14 August, 10:30 – 12:30 – Future

10:30 Australia: State of the Nation

As the opening session for the 2018 AGE Seminar, this session will give an overview of some of the most pertinent issues facing the industry today and take a look at the opportunities and challenges facing our operators, suppliers and regulators across the sector.

Ross Ferrar, CEO, Gaming Technologies Association

10:50 Technological Disruption & Innovation

Justin Baird is a leading innovationist and technology futurist who is sought after both locally and internationally for his presentations relating to digital, media and marketing futures.

Justin Baird, Managing Director of R&D, Technology & Innovation, Accenture

11:40 The Gaming Product of Tomorrow

Following on from talks about disruptive technology and the millennial generation, this session discusses upcoming innovations in the gaming product space, as well as how regulators are responding. We take a look at

where the virtual reality gaming market has taken us and discuss the potential of AR technology and skill-based games.

Neil Spencer, Managing Director, Gaming Consultants International (Moderator)

Adrian Halpenny, SVP Australia & Asia, Scientific Games

Paul Newson, Deputy Secretary Liquor, Gaming and Office of Racing NSW

David Ford, Commissioner for QLD Liquor and Gaming

12:30 Conference Break

14 August, 14:00 – 17:00 – IMGL Masterclass

Chaired by: **Jamie Nettleton**, Partner, Addisons Lawyers, Sydney & President, IMGL

The IMGL Masterclass will cover international and domestic legal trends of relevance to the Australian gambling industry including operators, regulators, venues and other stakeholders. Topics will cover gambling reforms, casino developments, impacts of new technologies on the supply of gambling services and the legal implications of the latest gambling developments from leading gambling sector lawyers and other experts.



Sponsorship opportunities are available, but limited. Contact Janice Leung at Janice@AGBrief.com for more information

DAY 2

15 August, 10:30 – 12:30 – Food, Hospitality, Service, Events

10:30 Millennials & Generation Z

Sudhir Kale, CEO, GamePlan Consultant

11:00 Enter, Stage Left!

Planning and Organising the right entertainment for your audience is an art in itself. What does your entertainment plan look like? What metrics are in place to track its success? This session will look at the entertainment decisions faced by the country's pub, hotel and club operators. One topic of particular attention is the role that esports could play in a venue, whether that be hosting your own tournament or broadcasting a live international event that serves to attract the elusive millennial.

Moderator:

Terry O'Halloran, Associate – Member Insights and Gaming Specialist, Russell Corporate Advisory (Moderator)

Nick Vanzetti, Managing Director, ESL Australia

Tim Richardson, Group Gaming Manager, Twin Towns Clubs & Resorts

Andrew Kelly, General Manager, Bankstown Sports Club

Coby Hindson, Owner, Game Cave

Melanie Morson, Group Corporate Communications & Community Relations Manager, Castle Hill RSL

12:00 A Balanced Diet

As the F&B business becomes increasingly important to attract customers, operators are looking for ways to streamline their F&B operations and better connect them with their gaming and entertainment offerings. This session will also cover food trends, staff, training, leasing out F&B operations and the customer.

Brett Jones, Founder, BullsEye CX (Moderator)

Morgan Stewart, CEO, Club Taree

Grant Imeson, Principal, Imeson & Associates

Tracey Lentell, CEO, Moorebank Sports Club

Yianni Barthelmess, F&B Group Executive, Aster Group

12:30 Conference Break

15 August, 14:00 – 16:00 – Trending Now

14:00 Spotlight on Responsible Gambling

The panel will examine achievements and trends in Responsible Gambling – the challenges, the successes and the facts.

Nadine Grinblat, Chief Executive, Australasian Gaming Council (Moderator)

David Curry, Head of Regulatory and Corporate Affairs, ALH Group

Natasha Mann, Executive Director, Liquor and Gaming NSW

Sonja Bauer, Group General Manager Responsible Gaming, Crown Resorts

15:00 Gaming and the Media

In this session, Ben will cover the current media landscape as it relates to gaming in Australia, how to approach media during difficult periods, and what a forthright and proactive media agenda looks like.

Ben Wilson, Managing Partner, GRACosway

15:30 Driving Engagement in 150 Words or Less

How does social media fit within the umbrella of marketing communications? This session will look at how to approach social media from a top-level management perspective, including how to properly resource social media marketing efforts, expectations and ROI.

Felicity Zadro, Founder and Managing Director, Zadro Agency



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DAY 3

16 August, 10:00 – 12:00 – Pubs / Hotels Summit

Chairman: **Clyde Mooney**, Publishing Editor, PubTIC

Co-Chair: **Rob Gleeson**, Head of Hospitality Advisory, Mortgages & Co

Guest Speaker: **Scott Robertson**, Robertson & Robertson

10:00 How gaming operations affect pub valuations

- Changes to NSW gaming regulations, allowing leasing and easier transfer of regional EGM entitlements to metro
- Advantages in valuation for the regional pubs
- How these arrangements will likely affect valuations of metro pubs taking on the leases
- (using latest data) how the new regulations have affected the price and valuation of entitlements
- Technology infrastructure
- How CRT and TITO affect revenue
- The relationship between machine age and returns

Stollznaw Research Report: Australian Hotels

This session will present the findings of a research report conducted earlier this year on Australian pubs. Some of the key findings from the survey showed that pub operators have a keen interest on social media, managing staff and food operations. The session will also look at the contribution that gaming machines contribute to the improvement of the hotel experience overall.

Giselle Stollznaw, Director, Stollznaw Research

Sponsorship and branding opportunities are also available for the Seminars, but are limited. If you have interest in sponsoring this year's AGE Seminar Program, please email **Janice Leung**: Janice@AGBrief.com.



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MEET THE SPEAKERS



Adrian Halpenny



Andrew Kelly



Ben Wilson



Clyde Mooney



David Curry



David Ford



Felicity Zadro



Giselle Stollznow



Grant Imeson



Jamie Nettleton



Justin Baird



Melanie Morson



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MEET THE ADVISORY BOARD

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Arthur Rotziokos
Gaming Technologies
Association



Clyde Mooney
PubTIC



David Green
NewPage Consulting



Jamie Nettleton
Addisons Lawyers



Nadine Grinblat
Australasian Gaming
Council



Peter Cohen
The Agenda Group



Ross Ferrar
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