

## PRESS RELEASE

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# Cutting-edge content at first European Casino Summit

**'A full-bodied programme of vital market intelligence' is how organisers are describing the first European Casino Summit. The European Gaming Organisation (EGO) conference, which takes place at The Hotel Martinez, Cannes on 27<sup>th</sup> and 28<sup>th</sup> June 2002, is being researched and managed by ATE Conferences, part of the same company that organises the London-based ICE and ATEI exhibitions.**

The event will address key issues relevant to European casino operators, equipment manufacturers, regulators and gaming consultants, bringing together the best speakers from both within and outside the industry to provide two days of targeted sessions and informal networking opportunities.

Suki Scade, conference manager at ATE said: "This is a unique event focusing on issues that directly affect the European casino operator. It features a number of leading casino operator case studies and we are particularly pleased to welcome a number of key US speakers to provide a new perspective on the casino industry in Europe."

Fees for the European Casino Summit are 995 euros per EGO member delegate and 1,095 euros per non-member delegate, to include conference registration, conference proceedings, lunch and light refreshments on 27<sup>th</sup> and 28<sup>th</sup> June. Special delegate room rates of 265 euros per person per night are also available at The Hotel Martinez. For more information on the venue and hotel contact Samantha Byrne at ATE on tel +44 (0) 20 7713 0302, e-mail [sbyrne@atei.co.uk](mailto:sbyrne@atei.co.uk). Advertising and sponsorship opportunities are available for this conference; for further information contact Suki Scade at ATE on tel +44 (0) 20 7713 0302, e-mail [sscade@atei.co.uk](mailto:sscade@atei.co.uk).

A synopsis of the European Casino Summit programme, correct at time of going to press, is as follows: -

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## **DAY 1**

### **Chairman's Opening Address**

*Speaker: Tony Wollenberg, Partner – Steptoe & Johnson*

### **NEW DIRECTIONS FOR THE INDUSTRY & OPERATOR CASE STUDIES**

#### **Opening Keynote : The Resort Casino – a US perspective**

*Speaker: Robert L Boughner, Boyd Gaming Board Member & CEO – The Borgata*

The future in Europe. The new focus on 'casino entertainment'. How do these amenities increase revenue in their own right, and for the casino itself? Levels of investment needed. Restrictive factors in Europe for resort-type development.

#### **Operator Case Study : HIT's way to success**

*Speaker: Cveto Stantic, Director Marketing & Sales – HIT Casinos, Slovenia*

From casino to entertainment centre. Company presentation and historical. Development of HIT's entertainment product. Key factors in quality. Formula for success and higher profits. The influence of regulation on future development strategies.

### **ANALYSIS OF NEW LEGISLATION**

#### **Euro Legislation Focus**

*Panellists: Steve Donoghue – The Gambling Consultancy, UK; Janja Jereb, Senior Counsel – Slovene State Office for Gaming; Mr Marique, President and Marc Callu – Belgian Gaming Commission; Justin Franssen, Founder, Gaming & Entertainment Services Group – KPMG*

Panel session looking at European licensing issues, updates on new regulations and changes in taxation, future regulatory landscapes for the casino industry, country-specific case studies.

#### **Health Wealth and the Meaning of Life**

*Speaker: Pattie Walsh, Partner – Osborne Clarke*

Key employment issues facing the European casino industry including: Discrimination – limiting exposure; Smoking and Drugs – health & safety and misconduct issues; Pay and Hours – the Working Time Directive and reward strategy; The end of the employment relationship – how to terminate and minimise the cost.

### **FUTURE PAYMENT & PLAYER TRACKING – HOW CAN IT ENHANCE YOUR BUSINESS?**

#### **Future Payment Systems for the Gaming Industry**

*Speaker: Kevin Ashurst, Managing Director – Innovative Technology*

Exploring the options, investment, smartcards, the benefits of cash-less payment in battling money laundering, the needs of the market and the customer.

#### **Player Tracking Update**

*Speaker: Nick Boyes-Hunter, endX Ltd.*

What information should casinos capture (table play/slots play/attendance and trends/complimentaries and habits)? Rating systems – understanding methods of player rating. How can systems increase revenue and improve customer loyalty? Case studies from a casino operator, UK and abroad. Before and after scenario of player tracking.

### **ASSESSING THE SOCIAL RESPONSIBILITIES OF THE GAMING INDUSTRY IN THE USA AND EUROPE**

#### **Problem Gaming – the social responsibilities and issues for the gaming industry**

*Panellists: Keith Whyte, Executive Director – National Council on Problem Gambling, USA; Paul Bellringer OBE, Director – GamCare; Pieter Remmers, European Association for the Study of Gambling / Managing Director – Jellinek Consultancy*

Panel session. What are the issues today and in the next five years? The US perspective on problem gaming. What is Europe doing? What should the role of the operator be?

## **DAY 2**

### **Chairman's Introduction**

*Speaker: Tony Wollenberg, Partner – Steptoe & Johnson*

### **Keynote : The Role of Associations and the Casino Industry**

*Speaker: Judy Patterson, Executive Director & Senior Vice-President – American Gaming Association*

A path forward: developing an international response to pathological gambling.

### **Case Study: France**

*Speaker: Patrick Partouche, Managing Director – Partouche Group France*

Update on the French casino market. French regulations & legislation and how the gaming markets are changing. What are the opportunities for expansion into other areas of Europe?

## **NEW REVENUE STREAMS, PLATFORMS & BRANDING FOR CONTINUED GROWTH**

### **How to Drive Your Gaming Industry into New Revenue Streams**

*Speaker: Damian Cope, Managing Director – Rank Interactive Gaming Ltd.*

Effective partnerships with new industries. How to prepare for future economic environments. Update on interactive gaming.

### **The Power of Branding and Promotion to Create Customer Loyalty and Increase Revenues**

*Speaker: Andy Hobsbawm, Founding Partner – Agency.com*

Marketing strategies that work for the casino industry. How to reach customers effectively. Who are the most valuable customers? How do customers encounter a brand? How can technology improve the experience? How to make a clear ROI. How can success be measured?

### **Assessing the Viability of New Media Platforms for the Gaming Industry**

*Speakers: Matti Hamalainen, CTO & Co-founder – Codeonline; Tony McAuslan, CEO – Next Generation Gaming; Ferhan Cook, President – MediaPlay International*

Where are the new platforms for gaming content? Examples of the possibilities and constraints. Using new platforms as an opportunity rather than a threat. Case studies from Codeonline, Next Generation Gaming and MediaPlay International.

### **Closing Panel Session**

*Chaired by: David Marshall – Accor, France; Chris Brammer, Secretary General – EGO*

“Everything you wanted to ask” panel session.

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## **Notes to Editors:**

- **ATE** organises a number of trade shows including: the annual Amusement Trades Exhibition International (ATEI) and International Casino Exhibition (ICE), held each January at London's Earls Court exhibition centre; the EuroAmusement Show, being staged in Genoa, Italy in January 2003; the annual AMUSE UK domestic exhibition held February/March in Blackpool.
- **ATE** stages events and conferences, some in association with partners and other organisations, including: the Gambling Industry Forum II (London, 11 April 2002); the Eurotechno Conference (Amsterdam, 14 May 2002); the Coinslot Charity Golf Classic in support of the BACTA Charitable Trust (De Vere Carden Park, Cheshire, 24/25 June 2002); the European Casino Summit (Cannes, 27/28 June 2002); the Marketing & Advertising for Gaming, Casino and Betting post-Budd Conference (London, 8/9 July 2002).
- **ATE** publishes the weekly amusements, gaming & gambling trade newspaper Coinslot International.
- **ATEOnline** is a leading provider of on-line news and information via its own web portal at [www.ATEOnline.co.uk](http://www.ATEOnline.co.uk)

Press enquiries to Alex Fierek or Chris Jones at Scott & Jones Communications  
Tel: +44 (0) 1273 204817 Fax: +44 (0) 1273 204827 E-mail: [info@sjc.co.uk](mailto:info@sjc.co.uk)