

DAY TWO
Thursday, 31 March 2023



09:30 **REGISTRATION & COFFEE**

10:00 Opening Remarks from the Chairperson
Lois Bright, Managing Director, **Initiate International**

10:15 **Presentation**

Gaming Sector Black Industrialist Programme

Presenter:

Richard Goodayle, Senior Manager: Business Development,
KwaZulu-Natal Gaming & Betting Board

10:45 **Panel Discussion**

Customer relationship management - Effective management of the customer life cycle to increase turnover via brand loyalty, bonuses, promos and campaigns

Moderator:

Eugene Boniface, Marketing Executive, **Betfred**

Panellists:

Cameron Green, Founder, **F9 Media Group**

Robbie Sexton, Director of Sports Betting & Gaming & Partnerships, **Xtremepush**

Martin Sack, Founder & Director, **Brainstorm Online**

11:30 **NETWORKING TEA BREAK**

12:00 **Panel Discussion**

Retail vs Online: bridging the gap between retail and digital content that appeals to a wider audience and is adapted for local markets

Moderator:

Dolan Beuthin, CEO & Founder, **Betmonsta**

Panellists:

Lombo Mphande, Executive Director, **Bitville Gaming South Africa (Pty) Ltd**

Annalisa Naidoo, Product and Business Development Specialist, **Bitville Holdings**

Eugene Boniface, Marketing Executive, **Betfred**

Felix Mukaxe, Consultant and Gaming Inspector, **Mozambique Gambling Board**

12:45 **Panel Discussion**

The hidden talent of women in the African gaming industry

Moderator:

Lois Bright, Managing Director, **Initiate International**

Panellists:

Michelle Colborne, Chief Revenue Officer, **10Bet Africa**

Chio Sakutukwa, Group Legal & Compliance, **PeerMont Global**

Annalisa Naidoo, Product and Business Development Specialist, **Bitville Holdings**

Gaelynn Koutsouvelis, Affiliate Manager, **Supabets Gaming Group**

13:30 **NETWORKING LUNCH BREAK**

14:30 **Presentation**

Understanding addiction and potential exposure impact to minors and diagnosed problem gamblers: Media convergence communicative influence of behavioural intention

Presenters:

Busisiwe Nkuna, Assistant Manager: Social Services, **South African Responsible Gambling Foundation**

Tumelo Mokoena, Digital Communication & Advocacy Specialist, **South African Responsible Gambling Foundation**

15:00 **Presentation**

Being a Super Affiliate in Africa

Presenter:

Oliver Hooper, Head of Business Development, **LiveScore Group**

15:30 **Presentation**

The future of online gaming: What can we expect?

Per-Ivan Selinder, Co-Founder, **Split the Pot AB**

16:30 Closing Remarks from the Chairperson

Lois Bright, Managing Director, **Initiate International**

16:45 **AWARDS & NETWORKING DRINKS**