

# ICE Esports Betting Conference provides the keys to unlocking huge sector potential



The Esports team at Clarion Gaming has announced the make-up of its Esports Betting Conference (EBC) which is being held on 8 February at the ICC Capital Suite, part of ExCeL London.

The Conference comprises a blend of issues and topics including insights on the status of Esports in the Americas, practical strategies to engage with Gen Z, data integrity and how to maximise its value as well as an exclusive session delivered by Better Collective which will unpack the brand's game-changing esports strategy.

**Will Harding, Head of Esports at Clarion Gaming** believes the Conference provides the industry with a perfect complement to the activities taking place at the Esports Arena, which is the most visited feature on the ICE show floor. He explained: "This is the first

year that we have curated the Esports Betting Conference in-house: the topics reflect the key issues of the moment and provide a parallel narrative to the F1-themed adrenaline rich experience available in the Esports Arena."

"The Conference unlocks the immense potential which exists at the crossroads of esports and betting. It will put industry professionals wishing to understand the dynamics driving this phenomenon in pole position by drawing on the expert insights of pioneer brands including Rivalry, and Better Collective."

To secure a ticket add an EBC conference pass during the ICE London registration process: [HERE](#)

## Esports Betting Conference Agenda

Esports Enthusiast Insights Across the Americas: How to Score a Critical Hit in these Geos

**09:15 - 09:35**

Daniel Offen, Insights and Data Lead at Loadout will explain the company's data-driven quest gathering vital statistics from esports fans across North and South America. Having identified the hottest esports gaming trends and player preferences Loadout will use the platform provided by the Conference to share their findings and in the process help delegates to master the Americas.

## Rivalry Presents - Gen Z & Sports Betting: How to Capture, Engage, and Entertain the Next Generation of Fans

**09:35 - 10:30**

With Gen Z coming of legal betting age, this digitally native customer will be the gambling's industry core demographic. But with Gen Z wagering online less than their Millennial counterparts, how can the sports betting industry adapt its products to capture a cohort accustomed to real-time, interactive, and engaging entertainment? Rivalry's Director of Product Design David King and Senior Manager of Games Andre Nogueira will explore how betting products and brands can better engage the next generation of fans, and why entertainment value is key in capturing this digital audience.

### **Stepping out of the Data Beta**

**11:00 - 11:40**

A panel of data experts dive into the critical aspects of data integrity, optimal data sourcing and the effective application of data within esports. The session will unravel the complexities of maintaining data accuracy, pinpoint the prime sources for trustworthy data and unveil the secrets to maximizing the potential of what is a valuable resource.

### **Playing to Win: Better Collective's Esports Power Play**

**12:10 - 12:40**

Better Collective will reveal the brand's game-changing esports strategy following the acquisition of HLTV and Futbin. The session will explain how Better Collective is translating raw data from HLTV into actionable insights and turbocharging fan experiences using Futbin's unique offerings. This EBC session is a unique opportunity to gain exclusive insights to Better Collective's strategy and the exciting future that's being created for both fans and players.