

MGM Studios to provide keynote for industry-first hospitality conference at ICE VOX 2020

In response to the industry's increased investment in hospitality, Robert Marick, EVP of Global Consumer Products & Experiences at MGM Studios, is set to open the first ever Hospitality Technology conference at ICE VOX 2020 (3-4 February, ExCeL London – the precursor to the ICE London exhibition on 4-6 February in the same location). Taking place as part of this year's comprehensive ICE VOX agenda, which is set to explore the biggest issues in global gaming, Marick's keynote address will focus on how storytelling and experiential entertainment can reinvent gambling's relationship with next-gen consumers.

"I'm thrilled to join ICE London's first ever hospitality conference and look forward to exploring the immense potential that exists for the gaming, hospitality and entertainment industries to collaborate in today's dynamic marketplace," Marick explained. "Revenue diversification in Vegas has long been shifting towards non-gaming and hospitality, seeing casino revenue drop as low as 27% in some properties in recent years in favour of other offerings. With this has come a surge of innovation in hospitality, entertainment and a consensus that return-on-experience is what now drives customer retention in Integrated Resorts, with the rest of the US and other jurisdictions following suit."

In his role at MGM, Marick is responsible for overseeing the expansion of the studio's licensed merchandise, interactive games, licensed media and advertising and location-based entertainment business for the studio's current and legacy franchises, which includes The Addams Family, James Bond, Stargate, Vikings and Pink Panther, among many others.

Marick's ICE VOX presentation, titled 'Gaming Reinvented: Next Generation Guide to an Entertaining Gaming Experience', will bring together the drivers for consumers to spend more on their experiences and understand how they now connect with brands through entertainment. Driving the wide-ranging focus of the first Hospitality Technology conference, he will also explore how, when IRs transition from being gambling-centric to entertainment-centric, new audiences and connections will fuel greater customer engagement through utilising brand licenses into new destinations, single attractions, live events, retail, dining and hospitality.

Robert Marick will present the opening Keynote Address on the second day of ICE VOX (3-4 February, 2020). To Look Into the Future with the full speaker line-up of 200+ thought leaders, book your passes at: www.icelondon.uk.com/ice-vox.

For further announcements about the ICE London Hospitality Technology conference, visit: <https://www.icelondon.uk.com/hospitality-summit-icc>