

THE INNOVATION GROUP AT ICE LONDON

ICE London offers an excellent opportunity to connect on current industry trends and to cultivate new ideas and opportunities. The Innovation Group team looks forward to discussing the following timely topics with our valued network and clients:

Sports Betting Operators & Technology Providers

- Strategic planning for entry to the U.S. market
- Shifting legislative and regulatory landscape
- Market potential
- Convergence of gaming and technology, including A.I./machine learning
- Business development and introductions

Gaming Operators

- Development in Europe and abroad, including:
 - Eastern European greenfield opportunities
 - Market analysis and feasibility
 - Highest and Best Use analysis
- Expansion of non-gaming amenities, including:
 - Competitive differentiation
 - Incremental visitation growth
 - Market-specific opportunities
- Data analytics, business intelligence, and new technologies
- Economic impact studies