

ICE North America to prove it's not all about sports betting, but it is about technology

Sports wagering will be one of the many amenities that US casinos will be offering as part of its hospitality and entertainment mix, according to Roy Student, founder and president of Applied Management Strategies, ahead of a dedicated panel focusing on how technology will shape the gaming landscape at this year's ICE VOX North America (May 13-15 in Boston, MA, USA).

The panel, titled Adopting technology to reinvent the IR experience, will provide attendees with a glimpse into the future of the US casino experience that encompasses all aspects of the region's betting industry and will feature key insights from some of the market's key players. The MVPs participating in the IR discussion, comprise:

- Walt Fales, SVP Strategic Development, Enterprise Gaming, Caesars Entertainment
- Bobby Soper, CEO, Sun Gaming & Hospitality
- Ryan Carrier, Director of Casino Resorts, Agilysys
- Oliver Akinrele, Deputy Director of Platform Solutions & Snr Engineer, Panasonic
- Moderator: Roger Gros, Publisher, Global Gaming Business

Commenting on the burgeoning development in integrated resorts, Roy Student, who serves as Event Ambassador for the inaugural ICE North America, explained: "While amenities increase in importance as the revenue generator, technology is what will underlie gaming and non-gaming offerings to create a fully immersive and smooth experience.

"Non-gaming revenue plays an important, often more critical, role in the overall revenue of many gaming operations, which is why all new investments are aimed at driving patrons into the property," he continued. "This ultimate goal of all B&M operations in the USA is also the deciding factor for the adoption of new technologies. How do the various amenities like esports, themed experiences, skilled games and unique dining compare in achieving the objective of increasing B&M visitation in the short- and long-term and what place should technology adoption play in companies' strategies in working with the changing demographics that has emerged?"

To download the full ICE VOX North America conference agenda and register for the disruptive learning and networking opportunity featuring the region's MVPs from across Sports Betting, iGaming, Esports, iLottery and Affiliate Marketing, visit: icenorthamerica.com/learning