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Clarion herald fantastic international support for Miami events

Clarion Gaming Managing Director Kate Chambers has thanked the community of gaming media, trade associations and global partners ahead of the forthcoming editions of Juegos Miami and GiGse, which take place at The Biltmore May 30 – June 1. The influential, co-located, C-Level gaming events have been supported by a total of 70 organizations drawn from 19 countries, a factor that reflects the agenda-setting importance of the debates, presentations and pronouncements scheduled to take place in Miami and impacting North, South and Latin America.

Speaking ahead of the 2018 editions, Kate Chambers said: "We've had a very positive response to the decision to co-locate GiGse and Juegos Miami while maintaining their individual brand identities. As a global organizer of gaming events, we are in a position to take a more strategic overview of the industry and respond to the needs of the market. In this respect, the co-location takes some pressure off what is a busy calendar and enables all aspects of the industry, not least our good friends in the media, to be present at two events."

She added: "From my experience working across numerous industry sectors, one of the key indicators I look for is whether an event passes the 'media test'. An event that is well supported by the media is, by definition, relevant and news worthy. I am extremely grateful for the support we continue to receive from all sections of the international gaming community and stretching from Bulgaria to Brazil, Malta to Mexico and the United States to the United Kingdom."

Described by Evert Montero, the event's non-executive Chairman and President of Colombian trade body, Fecoljuegos, as 'the most important show on the continent', Juegos Miami features a powerful, strategic and hands-on learning program presented alongside a line-up of inspirational exhibitors and sponsors. Attendance is limited to senior decision makers from operating companies, as well as government and regulators from the Latin American and Caribbean region. For more information, visit: www.juegosmiami.com.

GiGse's two-day program will feature a wide range of industry debates including the monetization of sports betting and its relationship with Tribal Gaming, the role of technology in growing the gaming industry outside of regulatory boundaries, the utilization of behavioral data in tracking players from mobile to the casino floor, personalization and artificial intelligence as methods of engaging with digital users, as well as an examination of the pace of online gambling regulation and consumer attitudes towards it. For more information on GiGse, visit www.gigse.com.

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Image:

Clarion Gaming's Managing Director, Kate Chambers