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## **Totally Gaming Academy satisfies LatAm appetite for Sports Betting insight at Juegos Miami**

Sports Betting may well be the trending topic in the USA but according to Lee Richardson, who conducted the Totally Gaming Academy LATAM Sportsbook Masterclass at Juegos Miami, professional interest in the sector also extends throughout Latin America.

Speaking from Miami, Richardson, Founder and CEO of Gaming Economics, confirmed: "It is clear, from the wide range of senior-level of delegates attending this week's MasterClass, that the burgeoning Latin American sports betting market is thriving. Whether retail, or non-retail, the appetite for new knowledge of products, markets and operational insights was highly encouraging; little wonder this is one of the world's fastest-growing regions for sports betting."

The Totally Gaming Academy's training expertise has been in demand at both Juegos Miami, and the co-located GiGse, with delegates attending full and half-day masterclasses covering digital marketing, profitable sports book operation, the world of affiliate marketing and management and the Slot Academy. In addition to Lee Richardson, the Totally Gaming Academy masterclasses at Juegos Miami and GiGse were delivered by Itsik Akiva, iGaming expert and founder of the Boston-based Headway Consulting, Jason 'Wolf' Rosenberg, CEO/Founder of American iGaming Solutions and TGA founder Lucien Wijsman, a proven casino slot marketer with over 25 years of experience in operating casinos.

Widely regarded as the pre-eminent training and development resource in gaming, the Totally Gaming Academy has trained 1,500 industry professionals, worked with 100 client organisations and completed courses in 25 countries across five continents since it was launched by Clarion Gaming in July 2015.

*Juegos Miami continues through Friday, June 1, 2018 with a full agenda including sessions on mobile gaming, blockchain technology, eSports and the impact of the World Cup on both land-based and online sports betting operations.*

**ENDS**

**Image:**

*Lee Richardson, ahead of the LATAM Sportsbook Masterclass at Juegos Miami*