

BetMarkets 2008 Sports Betting Conference held in Austria

Contributed by Thomas Jensen
Sunday, 27 January 2008

After a successful launch in 2007, BetMarkets, the only global sports betting conference, returns to Vienna, Austria from 31 March – 1 April 2008. Recognising the need for a dedicated event, BetMarkets launched last year as the premiere global conference for senior executives in online and land-based sports betting. The 2007 conference gave delegates valuable insight into all facets of the industry and saw incredible attendance figures thanks to the excellent speakers and extensive choice of relevant topics.

BetMarkets 2008 promises to be bigger and better, with quality networking guaranteed and hours of interactive, lively and informative sessions. Delegates will be able to get involved in debates with important industry speakers and gain the essential knowledge needed to create more successful business development and marketing strategies.

Sponsored by BGT (Best Gaming Technology) for a second year, the 2008 conference offers an intensive learning experience, with an impressive list of high calibre speakers already signed up to the event.

Joe Coughlin, Business Development Manager, Gala Coral Group who was a delegate at the 2007 event said: "Sports betting has been mostly ignored by the major conferences, so it's great to finally see a conference like Bet Markets dedicated to nothing but this important sector."

Extensive research and expertly chosen topics provides a conference schedule offering delegates a forum to discuss how to better develop a profitable sports betting business in an increasingly competitive environment.

BetMarkets also allows delegates to choose the most relevant sessions to attend for their business, as the conference splits into two streams for part of day one. Stream A focuses on how to efficiently develop a successful mobile betting strategy, webstreaming, customer acquisition and retention via Web 2.0 and affiliate marketing. Whereas, Stream B examines profiting from in-play betting, how to enhance profits by creating efficiencies in technology, how the right environment can increase punter activity and offers top tips for creating a successful online offering.

BetMarkets leads the field in internet gambling industry networking opportunities and with a welcome dinner, drinks reception and party organised during the event, delegates can be sure to network and learn in a dynamic environment.