

Next Generation in Gambling Event Launched

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Maximize marketing efforts, attract customers, build player loyalty and cement brand identity through new media-channel development. Exploring North American regulations and advances in technology are the main focal points of the Next Generation in Gambling event produced by Clarion Gaming. This exciting new conference will be held July 29 & 30, 2008 at the Palais des Congres in Montreal, Canada.

Filled with information and networking opportunities for gambling professionals, NGG will educate participants about the legal climate for online distribution of pay-to-play games and lotteries. It will also explore multi-channel strategies, introduce new technologies, and show attendees how to increase earnings and player loyalty.

This conference is designed around companies that serve the regulated gaming market and are looking to grow their business via multi-channel development. It is a how-to on implementation and navigating the legal landscape so as to keep within compliance parameters in North American jurisdictions, from both the federal and state levels. Dedicated sessions will be spread across two tracks, Technology and Legal Developments.

NGG is the ideal venue for any gambling company working in the U.S., Canadian, and Latin American markets, where the implementation of next-generation strategies is crucial to long-term success.

Among several high-profile speakers, Hon. Alfonse D'Amato, the current Chairman of the Poker Players Alliance and former New York Senator, will discuss U.S.-focused legal initiatives and lobbying policies. Other confirmed speakers include Chris Collins of Second Life (Linden Lab), Dr. Jeffrey Derevensky of McGill University, Tony Fontaine, CEO of ProPickRacing.com, and Shawn Kreloff, CEO of Sona Mobile.

"It is important for the industry to know what the legal possibilities are at this point and what they will be in the next couple of years. There's a lot of revenue being left on the table," observed Sue Schneider, CEO of Clarion Gaming, Americas. "NGG aims to provide insight into legal grey areas and present case studies of technologies available that address certain legal requirements in North American markets."

To register or for more information visit: www.nextgenerationin gambling.com.