

## Gambling Business Group joins sponsors list for the Institute of Licensing's key event of the year

### EVENTS

You may not know it, but the amusements, gaming and gambling industry are pretty well known in licensing circles. Every quarter, the Gambling Business Group delivers a 1500 word article featuring our businesses to thousands of licensing officers through the IOL Link magazine. Next week, it'll be face to face time when the GBG marks its support of the biggest gathering of licensing figures when they assemble for their annual conference in Stratford. GBG General Manager **Charlotte Meller** looks ahead to the event.

**I**t's the largest licensing event on the UK calendar with three days of keynote speeches, 100 plus experts and almost 80 specialised sessions ranging from premises licensing to Glastonbury Festival, top tips for licensing authorities to noise issues, gambling licensing conditions to the Night-Time economy.

And one of the senior supporters of the Institute of Licensing's National Training Conference is the Gambling Business Group who will be attending the event as both a supporter and a session host delivering two break-out panels with its members at the Crowne Plaza in Stratford upon Avon between 13-15 November.

"It's one of the most important assemblies of licensing officials in the country, so when the opportunity to joint sponsor the three days came up, the GBG had no hesitation lending its support," explained GBG General Manager Charlotte Meller.

And one can see why. Far from the snooze-fest the image of a licensing conference might possibly conjure up - the IOL event is probably one of the most influential, and eye-opening insights to how the framework of governance that shapes your business is moulded.

"Snooze-fest, you've got to be kidding! There's no time to waste there," Meller was quick to gently admonish Coinslot. "This is an event that provides crucial guidance and feedback to



the licensing authorities. And gambling is just one of the sectors engaged in the conference - it's a major learning exchange, for licensees and licensors," she noted.

And the industry will be well represented this year: Bingo Association chief executive Miles Baron will be delivering the opening session on the final day's programme, discussing the changing face of licensed bingo operations. Howard Gant, from Boomerang Digital, and Craig Murray of Link Integrated Security Solutions - both GBG Members, will be hosting the session on Gambling Compliance Tools; preceding them will be Jane Blade of the Gambling Commission who will discuss Gambling Premises Inspections; and Simon Thomas, Executive Chairman of the Hippodrome Casino, will be delivering the opening speech to day 2.

As for the Gambling Business Group Executive, its session will focus on Gambling Participation with CEO Peter Hannibal and Charlotte Meller, along with Dan Waugh of Regulus Partners, taking the licensing officials through player stats, no doubt opening up the debate on the current, and controversial, formula devised by the Gambling Commission to monitor player behaviour.

"It's a key opportunity for us to highlight the work of operators in the social responsibility arena and to rectify many of the misperceptions that get caught up in the gambling narrative, which is vitally important as licensing authorities are reviewing their three year licensing policies," explained Meller. "It's an intensive three days, but a valuable platform for the industry to work with licensing officials and to tackle issues head on."

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