

# **Interactive strategies and tactics on the menu at inaugural ICE Lottery Lunch**

In keeping with its reputation for being at the forefront of gaming innovation, ICE 2011 (January 25th/26th/27th at Earls Court, London) will host the first ever Interactive Lottery Lunch which will discuss and debate strategies and tactics specific to the lottery market.

The ICE 2011 Interactive Lottery Lunch, which is being held on Wednesday 26th January, will provide an introduction to the world of interactive lotteries, provide a check list of issues that need to be considered when developing an interactive lottery strategy, and provide an opportunity to network over lunch with influential contacts in the interactive space.

Featuring leaders in the lottery field, such as Veikkaus, and external third party experts including H2 Consulting and Experian, the ICE Lottery Lunch represents an invaluable opportunity to learn from the industry's 'thought leaders' who also boast considerable hands-on experience. Topics to be covered include lottery case studies, market size and dynamics, interactive marketing and social media opportunities. The co-location with ICE, which is the world's most international and comprehensive gaming event featuring over 400 gaming innovators from the lottery, betting, bingo, casino, mobile, online and street gaming sectors, provides delegates with a unique opportunity to learn about the interactive channels and then speak directly with potential suppliers under one roof.

The conference, which is priced at £150 +VAT, will start at 10.30 am on Wednesday 26th January and end after lunch at 1.30pm. For more information and to book your space please

visit [www.smartregister.co.uk/events/Clarion/Gaming/ICE2011/](http://www.smartregister.co.uk/events/Clarion/Gaming/ICE2011/).

Entry to ICE is free at [www.icetotallygaming.com](http://www.icetotallygaming.com)