

# Gaming professionals invited to debate the future of the industry at ICE and GiGse



Visitors to ICE 2015 will have the opportunity to attend the Game Changer Scenarios workshop.

London, UK (24 November) – Atlantic Lottery chose Clarion Events' conferences to present results and gather feedback from industry stakeholders on how they see the future of gaming and lottery.

Phil Holmes, Atlantic Lottery's VP of Strategy and Planning, says; “Clarion's events, such as EiG, ICE and GiGse, attract a diverse representation from various sectors, are a perfect platform to engage with the gaming industry.”

Led by Holmes, Atlantic Lottery embarked on a future scenario planning process in 2012. The future scenarios were presented as Vision 2030 at Excellence in Gaming (EiG) in Berlin in October. According to Atlantic Lottery, the scenarios will shape the trajectory of the gaming and lottery industry in the years to come and need to be considered in strategic planning.

Vision 2030 was presented at the EiG conference in Berlin this October and Atlantic Lottery will continue to seek feedback and discussion at ICE Conferences in February 2015 and at

GiGse in April 2015.

As Holmes explains, “We believe that with continued scarce resources, changing demographics, emergent middle classes, disruptive technologies and an internet of connected things, the future will be different. We believe that 2030 will bear as much resemblance to 2014 as 2014 does to 1914.”

For more information on the scenarios, download Game Changer Scenarios at [„www.icetotallygaming.com/download-atlantic-lottery...“](http://www.icetotallygaming.com/download-atlantic-lottery-...):<http://www.icetotallygaming.com/download-atlantic-lottery-game-changer-scenarios-whitepaper>.

To share your feedback, go to [„www.totallygaming.com/news/events/what-might-lottery-and-gaming-industry...“](http://www.totallygaming.com/news/events/what-might-lottery-and-gaming-industry-...):<http://www.totallygaming.com/news/events/what-might-lottery-and-gaming-industry-look-2030-and-how-might-gaming-company-respond> and join the Vision 2030 – Game Changer Scenarios workshop at ICE on Feb. 5, 2014: [„www.icetotallygaming.com/vision-2030-future-scenario-planning“](http://www.icetotallygaming.com/vision-2030-future-scenario-planning):<http://www.icetotallygaming.com/vision-2030-future-scenario-planning>. To register for ICE, visit [„www.registration.n200.com/survey/1yoep9vyni81p“](http://www.registration.n200.com/survey/1yoep9vyni81p):<http://www.registration.n200.com/survey/1yoep9vyni81p>