

# From Africa to Affiliates – ICE Seminar programme sets out comprehensive learning agenda



Jo Mayer,  
Marketing  
Director

London – ICE has underlined its status as gaming’s world centre for learning and information exchange, with confirmation that it will host a six strong programme of topical, free to enter seminars. The ICE Seminars, which are being run in addition to the highly respected ICE Conference programme, include sessions dedicated to US Tribal Gaming, Millennials, Affiliates as well as individual briefings on gaming in India, Latin America and Sports betting in Africa.

Expanding on the programme, Jo Mayer, Marketing Director responsible for ICE, said: „The customer research that we undertake after every edition of ICE confirms how much importance visitors place on being able to learn from industry experts as part of their ICE experience. Whilst the primary objective of entering the Gaming Technopolis is to see the very latest ways in which the industry is adapting and deploying new technology, information exchange or learning,

also ranks very highly.“

She added: „Industry professionals increasingly view ICE as the key international event which provides a whole range of gaming solutions and we are committed to rise to this challenge in every way possible.“

Each of the seminars are being curated in partnership with leading authorities comprising, the National Indian Gaming Association and Victor Rocha of Pechanga.net (US Tribal Gaming, Tuesday 2 February), Spectrum Gaming Group (Millennials & Gaming, Wednesday 3 February), FICCI (India Briefing, Wednesday 3 February), SiGMA (Affiliate to Operator, Thursday 4 February), WrB Africa (Sports betting in Africa, Thursday 4 February) and Juegos Miami (LatAm Briefing, Thursday 4 February).