

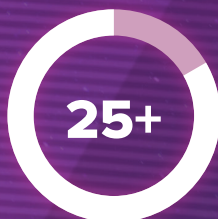
# **ESI LONDON**

**THE INTERNATIONAL ESPORTS  
BUSINESS CONFERENCE  
AND EXHIBITION.**

**16 - 17 SEPTEMBER 2019**  
**TWICKENHAM STADIUM**



**DELEGATES**



**BRANDS**



**COUNTRIES  
REPRESENTED**




**WORLD-CLASS  
SPEAKERS**



**TEAMS &  
ORGANISATIONS  
REPRESENTED**

[www.esportsinsider.com/esi-london-2019](http://www.esportsinsider.com/esi-london-2019)

# OVERVIEW DAY 1 (16 SEPTEMBER 2019)

MAIN STAGE		STAGE 2	
<b>10:00 - 10:10</b> Opening remarks		<b>10:00 - 10:10</b> Opening remarks	
<b>10:10 - 10:50</b> Franchising in esports: the perfect remedy or a threat to a healthy ecosystem?		<b>10:10 - 10:50</b> Sport simulation games: a PR statement or a viable esports entrance?	
<b>10:50 - 11:20</b> Break		<b>10:50 - 11:20</b> Break	
<b>11:20 - 11:40</b> Keynote: Kinguin and the Esports Performance Center 		<b>11:20 - 12:00</b> Sim Racing: more than just an esports?	
<b>11:40 - 12:20</b> East meets West: Comparing the state of play when it comes to China and EU/NA		<b>12:00 - 12:30</b> Twickenham, the RFU and EXCEL - the story so far	
<b>12:20 - 12:50</b> David Fenlon: Comparing and contrasting esports to other industries		<b>12:30 - 13:00</b> Using esports to unlock an untapped market - a football case study	
<b>12:50 - 14:00</b> Lunch		<b>13:00 - 16:00</b> Lunch	
<b>14:00 - 14:30</b> ESI Brand Showcase: ESL x DHL		<b>16:00 - 16:40</b> The continued convergence of pop culture and esports	
<b>14:30 - 15:00</b> ESI Brand Showcase: LEC x Beko		<b>16:40 - 17:10</b> Mobile esports: the next big thing?	
<b>15:00 - 15:30</b> Shaping the future of the esports viewing experience			
<b>15:30 - 16:00</b> Afternoon refreshments			
<b>16:00 - 16:40</b> Esports media & data rights: a minefield or a huge unexploited revenue opportunity?			
<b>16:40 - 17:20</b> Building on the biggest year in UK esports history			
<b>17:30 - 23:30</b> Evening networking drinks British Airways Rose Garden at Twickenham Stadium			



# OVERVIEW DAY 2 (17 SEPTEMBER 2019)

MAIN STAGE	STAGE 2
<b>10:30 - 10:50</b> New Wave Esports - Diversifying Your Investments in Esports 	<b>10:10 - 10:50</b> The blurred lines between esports and influencer marketing
<b>10:50 - 11:20</b> Break	<b>10:50 - 11:20</b> Break
<b>11:20 - 12:00</b> Thickening the pipeline: what do investors want to see?	<b>11:20 - 12:00</b> More than just an activation: building a lasting brand legacy in esports
<b>12:00 - 12:40</b> Skybox Esport Technologies - Presented by Ethan Cooper	<b>12:00 - 12:40</b> Activating as a bookmaker in esports: The do's and don'ts
<b>12:40 - 14:00</b> Lunch	<b>12:40 - 14:00</b> Lunch
<b>14:00 - 15:30</b> The Clutch  Presenting Partner  ESPORTS GLOBAL FUND	<b>14:00 - 14:30</b> Cheating, match-fixing and betting fraud in esports: Where are we?
<b>15:30 - 16:00</b> Afternoon refreshments	<b>14:30 - 15:20</b> Can esports and betting on esports coexist in peace and harmony
<b>16:15 - 16:30</b> The Clutch & Closing remarks  Presenting Partner  ESPORTS GLOBAL FUND	<b>15:30 - 16:00</b> Break
<b>16:40 - 17:20</b> Building a sustainable future: the importance of grassroots esports	<b>16:00 - 16:30</b> The esports integrity ecosystem: Working together for the future of healthy esports
	<b>16:30 - 17:20</b> Reliable data: can a standard be agreed?

**18:00 - late**  
 Networking drinks and closing party  
 @ [The Cabbage Patch](#)

## MAIN STAGE

10:00 - 10:10

### OPENING REMARKS

Welcome and opening remarks

**Sam Cooke**, Managing Director and Co-founder of Esports Insider

10:10 - 10:50

### FRANCHISING IN ESPORTS: THE PERFECT SYSTEM OR A THREAT TO THE OVERALL ECOSYSTEM?

Call of Duty is the most recent title to join the franchise system, with Activision Blizzard reportedly gunning for between \$25 and as much as \$60 million for a slot. The Overwatch League, a unique global franchise league, continues to have its sceptics, whilst the only European Long term partnership league in the LEC seems to be the biggest success story yet. Valve continue with the polar opposite approach whereby the system is, largely, a free for all - although recently a little more structure to the madness has been added. Then there's the likes of Ubisoft who sit happily in the middle, offering help & support where necessary but helping an esports ecosystem blossom. Is there a best approach? Does franchising pose an overall threat to smaller teams & is a franchise model ultimately anti-competitive?

### SPEAKERS

**Anna Baumann**, Managing Director, Rogue  
**Robbie Douek**, CEO, Blast Pro Series  
**Michele Attisani**, Co-Founder & CBO, FACEIT  
**Alban Dechelotte**, Head of Sponsorship & Biz Dev, Riot Games

### MODERATOR

**Spike Laurie**, Lecture Director, Hiro Capital

**BREAK 10:50 - 11:20**

11:20 - 11:40

### KINGUIN: THE ESPORTS PERFORMANCE CENTER

Kinguin is a brand that's been around the esports space for quite some time. Recently, the company opened the "Esports Performance Center" in Warsaw, Poland as a dedicated facility. The four-floor venue has an office, a training floor, living quarters, a gym, a private kitchen where healthy breakfast and lunch is served and a chill-out zone. Viktor Wanli, CEO of Kinguin, joins us to explain more about the motives behind building the impressive Esports Performance Center and the plans for the venue in the future.

### SPEAKER

**Viktor Wanli**, CEO, Kinguin



## STAGE 2

10:00 - 10:10

### OPENING REMARKS

Welcome and opening remarks

**Ollie Ring**, Head of Business Development & Media, Esports Insider

10:10 - 10:50

### SPORT SIMULATION GAMES: PR STATEMENT OR A VIABLE ESPORTS ENTRANCE?

There's been a swathe of sports clubs getting involved in esports across the space. The most common way for most teams to get involved remains through sport simulation games. With sport simulation esports such as FIFA not attracting anywhere near the numbers of titles such as League of Legends, Dota 2 and Counter-Strike, many would argue it's not worth entering. Are sports clubs dabbling in FIFA merely as a PR stunt or does it fit into a wider strategy? How can sports clubs use the likes of FIFA and other sport simulation games to their advantage? What must do they do after signing a player to their books?

### SPEAKERS

**Martin Wyatt**, Head of Partner Relationships, Gfinity  
**Malph Minns**, Managing Director, Strive Sponsorship  
**Miguel Pacheco**, International Business Development Manager, Celtic FC  
**Brandon Smith**, Esports Commentator, More Than Just A Game LTD

### MODERATOR

**Duncan McMonagle**, Founder, Attention Sports & Media

**BREAK 10:50 - 11:20**

11:20 - 12:00

### SIM RACING: MORE THAN JUST AN ESPORT?

Simulation racing is certainly an intriguing area in esports. With professional athletes in the discipline often using sims to practice to the best of their ability - there's definite potential for crossover between the two. Will we reach a time where the best Formula 1 esports driver can jump into a real car and compete on the circuit or, realistically, will that never happen? Is sim racing esports a viable entertainment product or does it simply serve as a training facility for the professional sport?

### SPEAKERS

**Jamie MacLaurin**, Team Manager, Alfa Romeo Racing F1  
**Darren Cox**, President and CEO, Millennial Esports  
**Guillaume Vergnas**, Partnerships Development & Esports Manager, Renault F1 Team  
**Dom Duhan**, Founder/CDO, Team Redline/Studio 397

### MODERATOR

**Daniel McLaren**, Head of Digital, SQN

## MAIN STAGE

**11:40 - 12:20**

### **EAST MEETS WEST: COMPARING THE STATE OF PLAY WHEN IT COMES TO CHINA/SEA & NA/EU/CIS**

Esports is truly global by nature, with several different regions competing across the globe. Each region has various quirks in playstyle and often a different understanding of the game. Similarly, the commercial landscape varies across regions. With huge sports owners frequently involved in the West, how does this compare to the East? What challenges do each region face and will we see a convergence of the cultures in future?

#### **SPEAKERS**

**Qiang Bai**, Founder, Esport 8

**Xuan Li**, CSO, LGD Gaming

**Lindsey Eckhouse**, Commercial Director, G2 Esports

**Ludwig Sandgren**, CEO & Co-Founder, Godsent

#### **MODERATOR**

**Li Ma**, Senior Manager, Tencent

**12:20 - 12:50**

### **DAVID FENLON: COMPARING AND CONTRASTING ESPORTS TO OTHER INDUSTRIES**

Monetising the underlying esports community is the dream for many businesses. However, this community have been elusive to date, especially for brands looking to enter the market. In this presentation we explore the commercial opportunities in the grassroots of esports, and how to harness this community, by comparing esports to other entertainment industries

#### **SPEAKER**

**David Fenlon**

**LUNCH 12:50 - 14:00**

**14:00 - 14:30**

### **ESI BRAND SHOWCASE: ESL X DHL**

The ESI Brand Showcase will invite a brand and its commercial partner to the stage to present on a recent esports activation. The partners will shed light on how the deal came about, how they've activated successfully in the esports marketplace as well as how it has compared to similar marketing spend in more "traditional" markets.

#### **SPEAKER**

**Charlie Allen**, Director, Global Brand Partnerships, ESL

## STAGE 2

**12:00 - 12:30**

### **TWICKENHAM, THE RFU, AND EXCEL - THE STORY SO FAR**

Twickenham as a venue has very quickly established a presence in the esports world. From not being on the radar to hosting the CS:GO Minors, and now housing one of the UK's premier esports team in EXCEL - there's now a whole lot going on. There's Halo on the horizon too, and, one would assume plenty more in the pipeline. Hear from the RFU and EXCEL about the partnership so far and what's to come moving forward.

#### **SPEAKERS**

**Kieran Holmes-Darby**, Managing Director and Co-Founder, EXCEL

**Johanna Byrane**, Head of Business Development, Twickenham Stadium

**Duncan Head**, Business Development Manager, Rugby Football Union

**12:30 - 13:00**

### **USING ESPORTS TO UNLOCK AN UNTAPPED MARKET - A FOOTBALL CASE STUDY**

A plethora of football clubs have entered the space in different manners. From having a FIFA player through to full on partnerships such as PSG.LGD. A standout, and different approach is that of F.C. Copenhagen. The Danish football powerhouse decided to create a brand separate to that of its football team and launch into Counter-Strike amongst other titles. How has the partnership worked? What were the reasons behind creating North and what does the future look like?

#### **SPEAKER**

**Christian Sorensen**, CEO, North

**LUNCH 13:00 - 16:00**



## MAIN STAGE

**14:30 - 15:00**

### ESI BRAND SHOWCASE: LEC X BEKO

The ESI Brand Showcase will invite a brand and its commercial partner to the stage to present on a recent esports activation. The partners will shed light on how the deal came about, how they've activated successfully in the esports marketplace as well as how it has compared to similar marketing spend in more "traditional" markets.

#### SPEAKER

**Alban Decholette**, Head of Sponsorship & Biz Dev, Riot Games

**Mirella Kaspi**, Global Brand and Marketing Communications Director, ARÇELİK

**15:00 - 15:40**

### SHAPING THE FUTURE OF THE ESPORTS VIEWING EXPERIENCE

To many, the esports spectator experience is considerably further along than that of many other media and entertainment industries. Augmented Reality is already being used in broadcasts such as League of Legends World Championship and The International, and equally the use of VR seems a natural fit. What are broadcasters looking at to innovate in the esports space? How are companies that traditionally operate outside of esports looking at the industry and what can they bring to a space already considered innovative?

#### SPEAKERS

**Rafal Mrzyglocki**, CEO, aram

**Solenne Lagrange**, Marketing and Creative Director, GINX Esports TV

**Jonathan Lyth**, Technical Director, ES Broadcast

**Ramon Ramos**, VP Global Head of Esports, Vizrt

#### MODERATOR

**David Grundlingh**, Founder, Red Planet

**BREAK 15:40 - 16:00**

## STAGE 2

**16:00 - 16:40**

### THE CONTINUED CONVERGENCE OF POP CULTURE AND ESPORTS

Whether it's big name hip hop artists and celebrities investing in esports or streetwear brands getting involved - there's plenty of examples of popular culture seeping into esports and vice-versa. Similarly, there's music collaborations at esports events around the world and these will continue to evolve. Is the convergence natural? Where will the space go in the next few years? Is continuing to keep up with these trends vital to esports teams establishing a solid brand?

#### SPEAKERS

**Craig Santicchia**, Partnerships Manager, Fnatic

**Erik Anderson**, Head of Esports, FaZe Clan

**Patrick Mahoney**, CEO, We Are Nations

**Ross Millican**, Director of Event Sales & Sponsorships EU, Twitch

#### MODERATOR

**Yinsu Collins**, Sports Journalist, Sky

**16:40 - 17:20**

### MOBILE ESPORTS: THE NEXT BIG THING?

Mobile esports is undoubtedly a big thing in the East. With the likes of Mobile Legends: Bang Bang attracting big audiences and prize money across the globe and Honor of Kings a huge hit, we haven't seen the same success with Western audiences. Arena of Valor doesn't quite seem to have taken off in the way many imagined, whilst Vainglory's esports is but a distant memory. What does the future look like for mobile esports and can it capture the global audience?

#### SPEAKERS

**Deborah Mensah-Bonsu**, Head of Content, Space Ape Games FACEIT

**Victor Bengtsson**, Team Director, Fnatic

**Mason Groves**, Publisher Relations Manager, ESL

#### MODERATOR

**David Yarnton**, Chairman, Edge Esports Ltd

## MAIN STAGE

**16:00 - 16:40**

### **ESPORTS MEDIA & DATA RIGHTS: A MINE-FIELD OR A HUGE UNEXPLOITED REVENUE OPPORTUNITY?**

Each year figures emerge as to just how lucrative media and broadcast rights are across a variety of traditional sports. With esports media consumed generally consumed for free and through Twitch, how can tournament organisers monetise this vast opportunity? With the absence of television as a primary medium for content consumption, does this make navigating the media rights landscape difficult? Similarly, with data availability and rights still nascent outside of Valve run titles - will publishers open up access to their data? How can data be harnessed for visualisation and other purposes to enhance both viewer and player experience?

#### **SPEAKERS**

**Moritz Maurer**, CEO, GRID

**Sabina Hemmi**, CEO and Co-Founder, ELO Entertainment

**William Deller**, Senior Associate, Bird & Bird LLP

**Oskar Fröberg**, CEO, Abios

#### **MODERATOR**

**Nicola Piggott**, Co-Founder, The Story Mob

**16:40 - 17:20**

### **BUILDING ON THE BIGGEST YEAR IN UK ESPORTS HISTORY**

2018 was undoubtedly a landmark year for UK esports. From ESL One Birmingham marking the first time a Dota 2 Major landed on UK shores through to FACEIT hosting the Counter-Strike: Global Offensive Major, there was no shortage of global events. With Weavr winning government funding, EXCEL landing a coveted LEC slot & plenty more occurrences, it's safe to say that 2018 was the biggest year for UK esports yet. But what has been done to build on the success and how can the UK industry work to ensure it's not just a flash in the pan?

#### **SPEAKER**

**Ben Greenstone**, Director, Taso Advisory

**Heather Dower**, Marketing and Communications Manager, ESL UK

**Clement Murphy**, Marketing Manager, FACEIT

**Daniel Wood**, COO, UKIE

#### **MODERATOR**

**Dom Sacco**, Content Director, British Esports Association

## STAGE 2

**17:30 TILL LATE**

**NETWORKING DRINKS AND AFTER-PARTY AT  
THE BRITISH AIRWAYS ROSE GARDEN AT TWICKENHAM STADIUM**

## MAIN STAGE

**10:30 - 10:50**

### NEW WAVE ESPORTS - DIVERSIFYING YOUR INVESTMENTS IN ESPORTS

Investing in esports at a global scale or region-by-region can be seen as risky or downright confusing! Join Dan Mitre, CEO of New Wave Esports, as we guide you through the current esports ecosystem at-large, the various sectors of revenue growth opportunities, and how we can push the esports industry forward together.

#### SPEAKER

**Dan Mitre**, CEO & Managing Partner, New Wave Esports.



**BREAK 10:50 - 11:20**

**11:20 - 12:00**

### THICKENING THE PIPELINE: WHAT DO INVESTORS WANT TO SEE?

With the boom in esports investment seen over recent years, one would be forgiven for thinking investors are spoilt for choice when it comes to esports. Whilst the majority of investment has flowed to teams as franchising has emerged, there's not been quite as much investment elsewhere. Hear from some of the industry's most substantial figures as to what they look for when it comes to an investment - and whether or not the pipeline in esports is quite as ripe as people think.

#### SPEAKERS

**Amit Jain**, Esports Investor, Rewired.GG  
**Malte Barth**, Founding Partner, BITKRAFT  
**Spike Laurie**, Venture Director, Hiro Capital  
**David Martin**, Director, Esports Global Fund

#### MODERATOR

**Helen Gammons**, HSBC Private, Relationship Manager, Media & Entertainment Group

**12:00 - 12:40**

### SKYBOX ESPORT TECHNOLOGIES - PRESENTED BY ETHAN COOPER

Skybox is an integrated platform that provides analysis, management and visualization tools to the esports industry.

It has a key focus on player and team development from the novice to the professional. Its first premier tool is a 3D Software that allows CS:GO to be communicated in a whole new way.

#### SPEAKER

**Ethan Cooper**, Co-Founder & CEO, Skybox

## STAGE 2

**10:10 - 10:50**

### THE BLURRED LINES BETWEEN ESPORTS AND INFLUENCER MARKETING

Over recent years both influencer marketing and esports have rocketed in popularity. Traditional advertising has been challenged conceptually and many brands are looking to influencers to create an affinity between a brand and a consumer. Esports organisations often have both a competitive arm as well as an arm that can include streamers under the same brand. When organisations then go to pitch to brands for sponsorship, are figures conflated when it comes to the esports side or are they right to include the streamer figures? Equally, with players often utilising streaming as a secondary means of income and a way to build a personal brand and engage their fan base - do the lines become further conflated?

#### SPEAKERS

**Seb Carmichael-Brown**, Commercial Director, Hashtag United  
**Christie St. Martin**, Gaming Director, IMC  
**Ben Woodward**, Co-Founder, Code Red Esports

#### MODERATOR

**James Duffield**, Co-Founder, TEAMS.gg

**BREAK 10:50 - 11:20**

**11:20 - 12:00**

### MORE THAN JUST AN ACTIVATION: BUILDING A LASTING BRAND LEGACY IN ESPORTS

There's no shortage of brands who have entered the esports world. From fully fledged global campaigns to smaller, local activations, there's now plenty of good examples of targeting an esports audience effectively. With everything though, it takes more than just a one-off campaign to build a lasting brand impact in a space. Who has done it best so far and what needs to be done to achieve such success?

#### SPEAKER

**Nicolas Maurer**, CEO, Team Vitality  
**Shane Herrington**, Brand Marketing and PR Manager, EMEA, HyperX  
**Nasim Abu Quota**, Senior Sales Executive, Brand Partnerships, DreamHack  
**Drew Townley**, CEO, Kairos Esports

#### MODERATOR

**Matt Porter**, Esports Journalist, Freelance



## MAIN STAGE

### LUNCH 12:40 - 14:00

#### 14:00 - 15:30

##### THE CLUTCH

The Clutch will provide ten companies an opportunity to pitch to an esteemed panel of investors with considerable experience in investment & esports.

Each organisation will take the stage and have four minutes to pitch – after which we'll cut the mics.

The panel will then have six minutes to ask questions and test the mettle of each individual.

The investors will, at the end of the day, decide who pitched and responded to questions the best. The winner will be presented the inaugural 'The Clutch' trophy – and who knows – there may well be investment offers forthcoming.

#### JUDGES

**Amit Jain**, Esports Investor, Rewired.GG  
**Malte Barth**, Founding Partner, BITKRAFT  
**Spike Laurie**, Venture Director, Hiro Capital  
**Helen Gammons**, Relationship Manager, Media & Entertainment Group, HSBC Private Bank  
**David Martin**, Director, Esports Global Fund



### BREAK 15:30 - 16:00

## STAGE 2

#### 12:00 - 12:40

##### ACTIVATING AS A BOOKMAKER IN ESPORTS: THE DO'S AND DON'TS

Esports sponsorships are becoming increasingly common across the esports space, with nearly every team competing in Counter-Strike and Dota 2 bearing a betting brand. Different operators activate their sponsorship in different ways, however. Hear from the panel about some of the key do's and don'ts when activating in the esports space, and how it differs from sponsorship elsewhere.

#### SPEAKER

**Adam Savinson**, Head of Esports, Betway Group  
**Serge Vardanyan**, Founder & CEO, Win  
**Sujoy Roy**, Head of Esports, Luckbox  
**Timothy Mastelinck**, Global Head of Sponsorships, Kindred Group

#### MODERATOR

**Ollie Ring**, Head of Biz Dev & Media, Esports Insider

### LUNCH 12:40 - 14:00

#### 14:00 - 14:30

##### CHEATING, MATCH-FIXING AND BETTING FRAUD IN ESPORTS: WHERE ARE WE?

Just like any sport, esports is susceptible to adverse participant behaviour and individuals looking to exploit the industry for personal gain. With continual growth, the proposition of cheating, match-fixing and betting fraud in esports becomes increasingly lucrative. These adverse behaviours serve only to limit the success of the industry compromising youth protection, sporting integrity and commercial sustainability. As such, it is important to be aware of the current and upcoming threats posed by these behaviours so as to appropriately safeguard the industry in its growth. Integrity Commissioner Ian Smith provides a detailed insight on the existence and development of cheating, match-fixing and betting fraud in esports including information on how ESIC is actively working to combat its harmful effects.

#### SPEAKER

**Ian Smith**, Commissioner, Esports Integrity Coalition

## MAIN STAGE

**16:15 - 16:30**

### **THE CLUTCH - WINNER ANNOUNCED & CLOSING REMARKS**

The Clutch will provide ten companies an opportunity to pitch to an esteemed panel of investors with considerable experience in investment & esports.

Each organisation will take the stage and have four minutes to pitch – after which we'll cut the mics.

The panel will then have six minutes to ask questions and test the mettle of each individual.

The investors will, at the end of the day, decide who pitched and responded to questions the best. The winner will be presented the inaugural 'The Clutch' trophy – and who knows – there may well be investment offers forthcoming.

### **JUDGES**

**Amit Jain**, Esports Investor, Rewired.GG  
**Malte Barth**, Founding Partner, BITKRAFT  
**Spike Laurie**, Venture Director, Hiro Capital  
**Helen Gammons**, Relationship Manager, Media & Entertainment Group, HSBC Private Bank  
**David Martin**, Director, Esports Global Fund



THE  
CLUTCH

Presenting Partner



ESPORTS  
GLOBAL  
FUND

**16:40 - 17:20**

### **BUILDING A SUSTAINABLE FUTURE: THE IMPORTANCE OF GRASSROOTS ESPORTS**

The Fortnite World Cup and The International will continue to grab headlines with mammoth prize pools being taken by a tiny percentage of player base. The reality of esports is that this is only a miniscule fraction of the ecosystem - yet grassroots initiatives are often forgotten about. With huge emphasis placed on sports from a very young age, and competition being readily available for everyone - does this need to happen in esports? How is this being made happen in the space and what support does it need to be sustainable?

### **SPEAKER**

**Tatiana Zheltomirska**, CMO, WePlay! Esports  
**Jonathan Tilbury**, Executive Director, National Student Esports  
**Nicolas Maurer**, CEO, Team Vitality  
**Sophia Metz**, CEO, Meltdown

### **MODERATOR**

**Kirsty Endfield**, Founder, Swipe Right PR

## STAGE 2

**14:30 - 15:20**

### **CAN ESPORTS AND BETTING ON ESPORTS COEXIST IN PEACE AND HARMONY?**

Often labelled the underbelly of esports revenue figures, betting on esports and revenues derived from that activity have been a present and observable phenomenon since the establishment of the industry. Over the years of industry growth, there has been an ongoing debate as to the place of betting on esports within the wider industry. Stakeholders have held differing views on the topic open acceptance to hostile refusal. So the question that remains is, can esports and betting on esports coexist?

### **SPEAKER**

**Stepan Shulga**, Head of Esports, Parimatch  
**Lee-Ann Johnstone**, CEO, Affiliate Insider  
**Quentin Martin**, COO, Luckbox  
**Nick Nocton**, Partner, Mischcon de Reya LLP

### **MODERATOR**

**Ian Smith**, Commissioner, ESIC

**BREAK 15:20 - 16:00**

**16:00 - 16:30**

### **THE ESPORTS INTEGRITY ECOSYSTEM: WORKING TOGETHER FOR THE FUTURE OF HEALTHY ESPORTS**

### **SPEAKER**

**Stephen Hanna**, Director of Global Strategy and Partnerships, ESIC

**16:30 - 17:20**

### **RELIABLE DATA: CAN A STANDARD BE AGREED?**

In an international industry stringing together many stakeholders and service providers, meaningful and accurate data can often be lost in the pursuit of commercial success. Without reliable data created using the correct methods, the opportunity within the esports industry stands to be misrepresented and misunderstood - to the ultimate detriment of the industry. Accordingly, it is increasingly imperative that the industry produces reliable data in order to gain a clear insight of its true performance and the obstacles it faces. How can industry stakeholders work together to establish a standard in reliable data?

### **SPEAKER**

**Moritz Maurer**, CEO, GRID  
**Ivan Danishevskyi**, CEO, Esports Charts  
**Marco Blume**, Trading Director, Pinnacle  
**Martin Dachsel**, Managing Director, Bayes Esports Solutions

### **MODERATOR**

**Ian Smith**, Commissioner, Esports Integrity Coalition

**18:00 TILL LATE**

**NETWORKING DRINKS AND CLOSING PARTY AT THE CABBAGE PATCH**  
**(67 LONDON RD, TWICKENHAM TW1 3SZ)**

## IF YOU NEED ANY FURTHER DETAILS PLEASE CONTACT:

### SAM COOKE

Managing Director, Esports Insider

[sam@esportsinsider.com](mailto:sam@esportsinsider.com)

+44 (0) 798 352 8614

### MARK MANTLE

Events Manager

[mark@esportsinsider.com](mailto:mark@esportsinsider.com)

+44 (0)789 923 0618

### OLLIE RING

Head of Business Development and Media

[ollie@esportsinsider.com](mailto:ollie@esportsinsider.com)

+44 (0) 758 007 6596

### SEAN CARR

Sales Manager

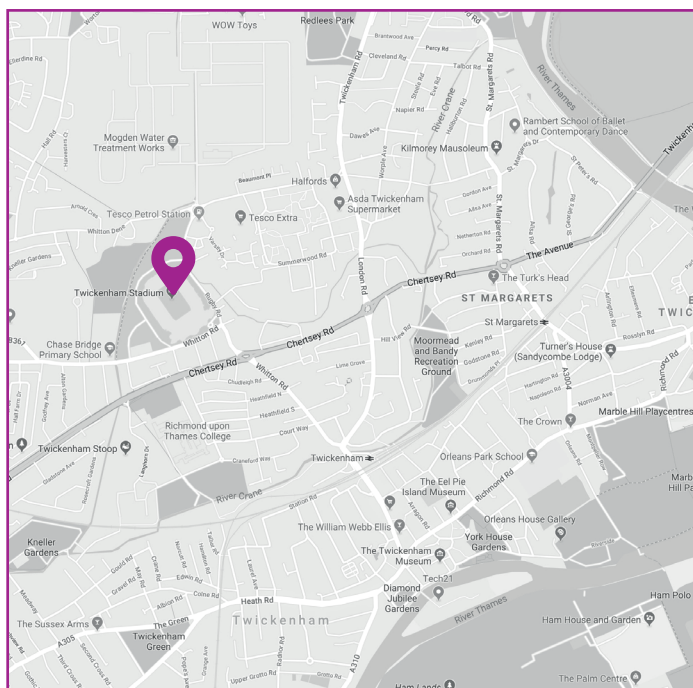
[sean@esportsinsider.com](mailto:sean@esportsinsider.com)

+44 (0) 755 409 4254

## FURTHER DETAILS

All destinations pertaining to the ESI LONDON Conference can be found on the official event website, the app or by contacting [info@esportsinsider.com](mailto:info@esportsinsider.com)

## LOCATION



### TWICKENHAM STADIUM

Whitton Rd  
Twickenham,  
TW2 7BA