

360 RG: Keeping Pace with the Global Omnichannel Experience

The Responsible Gambling Council's (RGC) Discovery Conference has always been rooted in its collaborative nature and ability to bring together all stakeholders for meaningful debate and discussions. This year is no different. In a world – and industry – that are ever evolving, Discovery remains unchanged in its goal to advance responsible gambling, together.

From November 8th-10th, 2022 RGC will welcome delegates from all over the globe and from all sectors of the industry to partake in two days of dialogue, with sessions that examine responsible gambling in intentional and purposeful ways. For the first time ever, Discovery will be available both in-person and virtually, leveraging technology to enhance the traditional conference experience.

Keynote Presentation, featuring Tim Miller of the UK Gambling Commission

We kick off Discovery with a dynamic keynote presentation by Tim Miller, Executive Director of the UK Gambling Commission and Board Member of the Gaming Regulators European Forum. With over 20 years of experience across the regulatory and public sectors in the UK, Tim's depth of experience and insight will inspire operators and regulators worldwide to rethink RG. In his presentation, Tim will share his perspective on effective harm reduction strategies and player safeguards from across Europe and what lessons can be learned and applied in other jurisdictions. Following the presentation, Tim and a panel of leaders that includes Tom Mungham, Chief Executive Officer of the Alcohol and Gaming Commission in Ontario, will engage in a discussion about what player protection really means in this new era and how we can challenge traditional thinking.

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Our theme this year is focused on the omnichannel experience and what that means for player protection. Gambling is becoming more normalized and the industry is growing increasingly global, digital and integrated. Discovery is a catalyst that connects likeminded leaders in the industry to turn these challenges into opportunities. And to innovate the way we look at, and deliver, consumer protections.

When asked about her thoughts on this year's theme, 360 RG: Keeping pace with the global, omnichannel experience, Shelley White, CEO, RGC said "The industry has gone through immense growth and diversification over the past year, with no signs of slowing down. Not only are we seeing new markets emerge all over the world but with it, the legalization of different gambling offerings. We know that regulated and legalized gambling is the safest route for players and the public, but still, this comes with risks and challenges."

Discovery will challenge traditional concepts of player protection: What to expect

As the global gambling landscape evolves, so do our policies, practices and strategies. What are the leading better- and best-practices to harm minimization? How can we more effectively protect vulnerable populations? Discovery's agenda was designed with these broad themes in mind:

- *The Influence of Advertising and its Role in the Normalization of Gambling* will deep dive into the drivers of consumer behaviour and the effects of the ubiquitous nature of influencer marketing.
- *Safer by Design: Minimizing Risk through Game Mechanics* is a session that explores the power of safer game design to help create proactive player protection.

Industry-leading experts will explore sessions like these and more that will inspire action to expand the depth of our understanding of RG.

Whether in-person or virtual, Discovery will share the latest research and trends and what programs and policies have been successful in other jurisdictions, all with the goal of making positive impacts to players, communities and societies across the world.

RGCs hybrid Discovery Conference takes place November 8-10th, 2022 in downtown Toronto, Ontario, Canada and virtually. [Register](#) for the conference and view the full [agenda](#).

Authored by Responsible Gambling Council (RGC)