



# See You at the Hippodrome

The premiere European edition of the Global Table Games & Game Protection Conference is set to convene. By *Richard Marcus*

**W**e are now less than six months from the premiere European edition of the Global Table Games & Game Protection Conference at the London Hippodrome Casino, November 18-20, 2024, and things are moving quickly. First off, I am happy to announce that the keynote speaker will be none other than Hippodrome CEO Simon Thomas, who has been a major player in the gaming industry in both the UK and in Europe. Mr. Thomas, who has been a headline speaker at the main ICE event and host of the 2023 ICE Symposium, will deliver a presentation that will surely have an impact on the UK and European casino markets going forward.

We at the GTGC/GGPC Europe strive to bring a unique and eventful conference to these markets. We will cover a wide array of topics and avoid repetitive sessions, which tends to happen at larger events. One new topic on the program will be a growing casino marketing concept called “Gifting.” This strategy has been gaining momentum in the giant U.S. casino market and is beginning to make an impression on the other side of the pond. We will have Joe Hall and Jon Reuben, the co-founders and CEOs of Gift&Go, discussing the power of how the right customized gifts to the right casino players can fortify your base of premium customers, and they will demonstrate how their technology platform works.

We will of course delve into the all-important topic of table games analytics and visualization from two sides: artificial intelligence and good ol' empirical reasoning. We are thrilled to have Ari Mizrachi, senior vice president of Tangam Systems, coming from the U.S. to present at the conference. Tangam's intuitive platforms, which deliver unique insights to optimize casinos' table-game and slot-machine mix have revolutionized the way casino businesses operate.

We will also take a refreshing look at the all-important issue of "Healthy Gambling," using Simon Thomas' term for safer gambling. The issues for protecting casino players are much more emphasized in the UK and Europe than they are in most other casino jurisdictions. We plan to provide the best coverage of them by bringing in the best speakers with the most knowledge and experience in that domain.

Special guests Frank Mugnolo and Peter Mastroianni, an accountant and attorney respectively, share a hobby that just may result in one of the most important upgrades to the table games industry in both the brick-and-mortar and iGaming sectors. They will present on why it is so vital to pump new ideas into the development of table games and ETGs that cater to the younger generation of gamblers. This is especially important to brick-and-mortar casinos' survival in a market that has seen various closures the past few years.

Mugnolo's and Mastroianni's company, M&M Entertainment, has recently developed the hottest new table game to hit Las Vegas in decades, called Knockout 52. At this time, the game is undergoing its initial field trial at The Strat casino in Las Vegas, where gamblers eager to play it are waiting three-deep around the table to get a seat. Two dozen U.S. and Canadian casinos have already ordered the game, and two in Europe have taken the plunge.

Another new and must-see session at the GTGC/ GGPC Euro will be hosted by Casino Life Magazine's very own Peter Wilkinson-White, the founder and CEO of Outsource Digital Media Ltd. Mr. Wilkinson-White, who has conducted more interviews with the driving forces of the UK/Europe gaming market than anyone else during the past 20 years, will conduct a big interview with some special industry people right on the conference stage at the Hippodrome.

I cannot wait to see that. And I cannot wait to see those of you who choose to attend this brand-new casino event at the Hippodrome!

