

Focal Points

Latest News, Research & Updates



In this issue of Focal Points:

- **Welcome to Focal** - Meet our new Customer Success Manager Laurie Norman, previously with Saskatchewan Gaming Corp as Manager of Responsible Gambling
- **IAGR Rome 2024:** Our CEO, Dr. Tony Schellinck will be a featured speaker at this year's IAGR conference and will join a panel on Responsible Gambling Programs and the use of Player Data
- **BCLC Conference 2024:** Applied Research Lead Dr. Melissa Salmon will be joining a panel to share new insights about the evidence around effective player interactions
- **NAGS Conference 2024:** Our Chief Stakeholder Relations Officer Jay Robinson will discuss Preventing and Mitigating Gambling Harm in Venues and the team hopes to share their latest research on continuous play
- **New Risk Detection Software Upgrade Coming Soon:** Making it easier to conduct interactions and know where someone is playing in a venue that needs an interaction
- **Vixio Award Finalist:** Focal has been named a finalist for the third year in a row in the Responsible Gambling Service or Solution Provider of the Year category among other key competitors in the field

Read time: 4 minutes

Hello,

Insightful conference appearances, new research on continuous play, and major software upgrades.

There's never a dull moment at Focal and the team is gearing up for a busy fall.

But first, we are so pleased to announce the arrival of our new **Customer Success Manager, Laurie Norman**. With over 19 years experience on the casino floor and one of the first users of the ALeRT system who has personally logged 9,000+ Safer Gambling Interactions we couldn't be happier to have her on board to assist our clients!

Click the picture to watch Laurie's video.



[Learn More about Laurie](#)

For the third consecutive year, Focal is set to participate in the **International Association of Gambling Regulators (IAGR) conference on October 24**.

This year, Tony holds a prominent role as a featured speaker at this year's event. He will be contributing his expertise to a panel discussion focused on Responsible Gambling Programs and the application of Player Data.



iaagr
ROME
2024 **IMGL**

Thursday 24 Oct, 09:15

Rome 2024 session:

Dr. Tony Schellinck | CEO, Focal Research

Responsible Gambling Problems and the Use of Player Data



[Read Tony's Thought Leadership Article Here](#)

Then Melissa will head off to British Columbia to participate in a panel at the **New Horizons in Safer Gambling Conference (BCLC) October 28-30** to discuss sustaining player activity through interactions, examining our current understanding and the knowledge gaps in the research concerning player interactions.

Click the picture to watch Melissa's video.



This brings us to November: Jay will be presenting a pre-conference workshop before the **National Association of Gambling Studies Conference (NAGS)** for those concerned about preventing harms through interactions with players in-venue who may not be showing visible signs of harm. Jay will also discuss the applied insights and practical approaches regulators and operators will want to implement.

Tracy will also be attending, and we look forward to discussing our latest research on continuous play!



With Focal Research's Jay Robinson

As always, we remain committed to evidence-based safer gambling upgrades and system enhancements, and a better user experience for our customers.

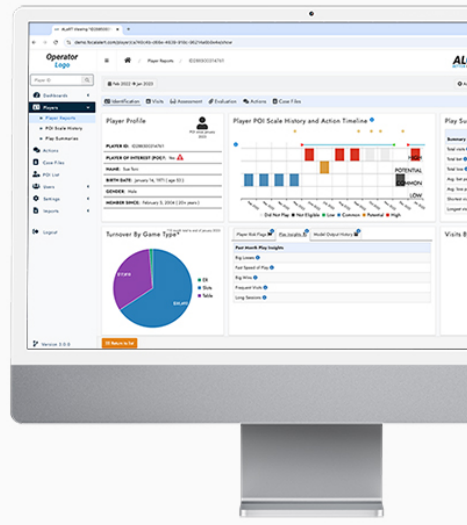
Our new risk detection software upgrade will include insights that make it easier to conduct interactions, know where someone is playing that needs an interaction, and support our new on-the-floor app.

We can't wait to share more information with our clients. Click the link below to book a session with us.

ALeRT™

ALeRT Version 3.0.0

Play Insights,
Active Player Location technology,
support for our upcoming
ALeRT GO App



[Learn More about ALeRT v3.0.0](#)

Lastly, we're a finalist for the third year running for the **Vixio Global Regulatory Awards, Responsible Gambling Service or Solution Provider of the Year award**. It is an honour to be among such a great list of companies that are dedicated to safer gambling solutions.

The ceremony is happening on December 4th at the stunning De Vere Grand Connaught Room in London.





Please let us know how we can assist you with your safer gambling needs.

Sincerely,
The Focal Team

ALERT™
BETTOR Protection

[Get In Touch](#)

Right Player, Right Message, Right Time
A Safer Gambling Solution by Focal Research Consultants

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