

EXECUTIVE UPDATE:

Proposed Changes in UK Gaming Advertising Law



Monday, March 8th 2004

Format:

6:30 Registration & Arrivals Reception
7:00 Lecture: Advertising under the new Gambling Bill
7:40 iGaming Panel Questions to the Advertising Standards Authority
8:00 Q&A and Closing Reception

basic | **INTERMEDIATE** | advanced

Where:

The Law Offices of Berwin Leighton Paisner
St. Magnus House
3 Lower Thames Street
London Bridge Tube EC3R 6HA

Who will be attending?

iGaming Executives, Policy Makers, Media/Marketing Agencies, Legal Advisors

What will be presented?

The DCMS' February policy memorandum dictating the recommended policy on Gaming advertising in the UK has left many firms confused as to the letter and as to the intention of the policy. Berwin Leighton Paisner's Hilary Stewart-Jones has analysed the policy and has spoken to government officials regarding their intention and interpretation of the policy, which she will share at this event.

Additionally, Dr. David Webster, Head of Policy, of the Advertising Standards Authority will be joining the event to answer the questions of our iGaming panel including representatives from Betfair and from 888.com.

Who should attend?

- Anyone hoping to advertise an iGaming business in the UK now, and post-gaming reform
- Anyone considering migrating their iGaming business to the UK
- Anyone looking to attract UK clients with online or offline advertising

**This is an ADVANCED INTERMEDIATE level event suitable for people already involved in the iGaming market. Technical or legal knowledge will benefit attendees but is not necessary. There will be no introduction to iGaming or print, broadcast and outdoor advertising prior to the lecture or panel. This lecture assumes the attendee has knowledge of the iGaming marketplace and buying media.*

How do I sign up and How Much is it?

£90 plus 17.5% VAT. You may book in advance or at the door.

Due to limited capacity, we advise you to register in advance. Seating is available on a first come first serve basis. Advance registration along with payment will guarantee your seat. Only payments by cash or cheque can be accepted at the door.

Advance payment is not required, however there is a 10% discount if payment is received before 4th March 2004. The Advance Order Form follows this page.

Hosted by:

Presented by:

In cooperation with:

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**Lyceum
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iGAMING BUSINESS
YOUR MBA IN ONLINE GAMING

GAMBLING ONLINE
The World of Online Gambling and Sports Betting
MAGAZINE



Executive Update: Proposed Changes in UK Gaming Advertising Law
 March 8th, 6:30pm at the Law Offices of Berwin Leighton Paisner

Please Complete and Fax this form for Each Attendee back on +44 (0) 207 828 2299 or simply email executiveupdate@lyceummedia.com with registration & payment details as set out below:

Full Name: _____ Title: _____
 Company: _____ Email: _____
 Address: _____ Telephone: _____

 City: _____

Advance Payment with 10% Discount:

£90 less 10% = £81 plus 17.5% VAT = £95.18
 VAT registration number: 832 4647 27

Post Cheque & Make Payable To: Lyceum Media

124 Victoria Street, The 5th Floor, London, SW1E 5LA, UK

Event Contact:

Jodie Thind
 +44 (0) 207 828 2244
Jodie@lyceummedia.com

6:30pm Location Map:

Berwin Leighton Paisner
St. Magnus House
 3 Lower Thames Street
 London Bridge Tube EC3R 6HA



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