



Hello,

Welcome to the September 2022 edition of the Focal Points ALeRT™ newsletter.

Read on to see new developments, research, and other key updates.

New Developments

ALeRT Now in Over 400+ Locations

CEO of Focal Research, Tony Schellinck says, "This announcement is a testament to the more than 30 years of gambling research and proof of concept behind the ALeRT™ system."



[Learn More](#)

Focal Shortlisted in Two Categories for the 2022 Global Regulatory Awards

We are happy to announce that we are official finalists for Responsible Gambling Service or Solution Provider of the Year & RegTech Provider of the Year.



[Learn More](#)

Research

EASG 2022 Presentation & Conference

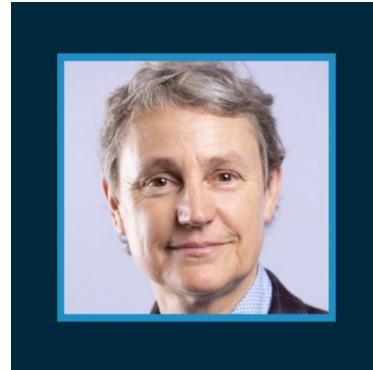
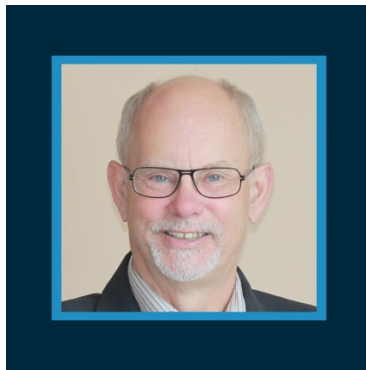
Dr. Tony Schellinck & Tracy Schrans joined regulators, policymakers, and industry experts from all over the world at the 13th annual European Conference on Gambling Studies & Policy Issues September 6th - 9th, 2022.



[Learn More](#)

Tony and Jay to Present at the AGLC INSIGHT “New Discoveries Responsible Gambling Symposium

Both presentations will focus on the ways in which gambling safeguards can be enhanced through a combination of creativity, rigour and good evidence. The symposium takes place virtually on September 27th.



[Learn More](#)

Focal to Present at IAGR Melbourne

Tracy Schrans and Dr. Tony Schellinck, will present their paper “Creating Smart Responsible Gambling EGM’s” at the International Association of Gaming Regulators IAGR 2022 in Melbourne, Australia, on October 19th.



[Watch Video](#)

Creating Smart RG EGM's - Development of Effective Models for Identifying At-Risk Play in Real-Time

- Focal is conducting an international, multi-operator research project to identify more sophisticated approaches for identifying at-risk players based on real-time machine data.
- This permits automated messaging and other RG actions to be linked to relevant play behaviour targeting the right customers with a meaningful message at the right time.
- Trials starting in Q4 of 2022.



Tony's Tips -

Do you or your staff need more help using ALERT™? Ask us about our NEW ALERT Training Services.

We hope you will pass this along to your colleagues, and if you have any questions, simply hit reply on this email to get in touch.

Sincerely,
The Focal Team

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