



Hello,

Welcome to the latest edition of the Focal Points ALeRT™ newsletter.

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

New Developments

Focal to Present at ICGR Conference this Spring

Tony and Tracy will be sharing their leading-edge player protection research on affordability and in-session play while Jay addresses responsible gambling interactions, self-care for frontline staff, and the stigma of problem gambling in the industry.

The International Conference on Gambling & Risk Taking happens once every three years and brings together a diverse array of researchers and industry professionals from across the globe to discuss wide-ranging topics in gambling studies, driving innovation and change.

**INTERNATIONAL CONFERENCE ON
GAMBLING &
RISK TAKING**

**Tony Schellinck, Tracy Schrans & Jay Robinson
to speak at**

**International Conference on
Gambling & Risk Taking**

May 23-25, 2023

MGM Park, Las Vegas, Nevada



[Learn More](#)

ICE London 2023 Recap

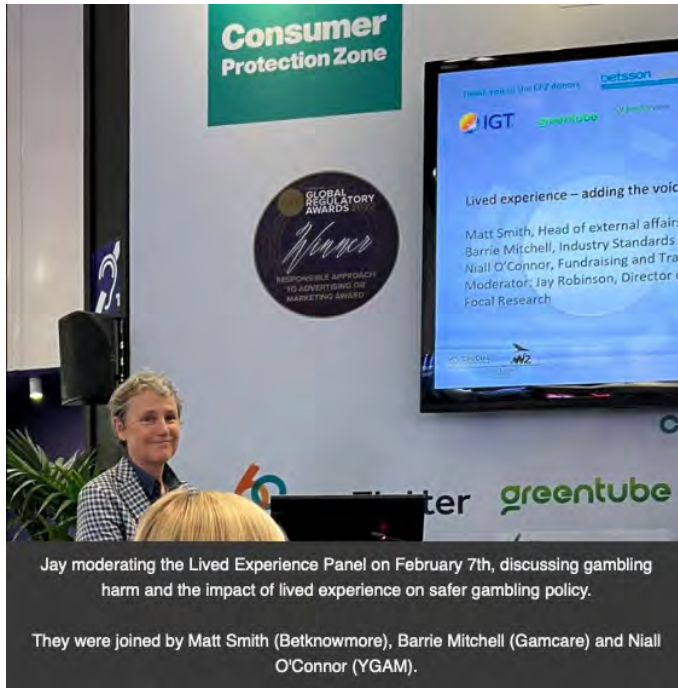
We had a great time in London this past February, meeting with clients and key stakeholders, moderating and speaking on various panels, and learning how we can better support operators with safer gambling in the future.



Left to right: Daniel Reilly (Aspers), Tracy Schrans and Bill Wiggins (Focal Research).



Left to right: Simon Thomas (Hippodrome), Tracy Schrans (Focal Research).



Jay moderating the Lived Experience Panel on February 7th, discussing gambling harm and the impact of lived experience on safer gambling policy. They were joined by Matt Smith (Betknowmore), Barrie Mitchell (Gamcare) and Niall O'Connor (YGAM).



Tracy speaking on The Integration of Player Analytics Tools with Operators' Customer Data on February 9th. Left to right: Adrian Sladdin (Seventhwave), Rasmus Kjaergaard (Mindway AI), Melissa Salmon (Responsible Gambling Council) and Tracy Schrans (Focal Research).

[Learn More](#)

Research

Our In-Session Research & Model Development Continues

Focal's research into detecting risk in real-time, co-funded by the National Research Council of Canada, is continuing in collaboration with operators.

A new report on our findings will be available in Q3 of 2023.



Key Updates

Our New ALeRT Website is Now Live!

Be sure to check out our new site and let us know what you think.



[View Site](#)

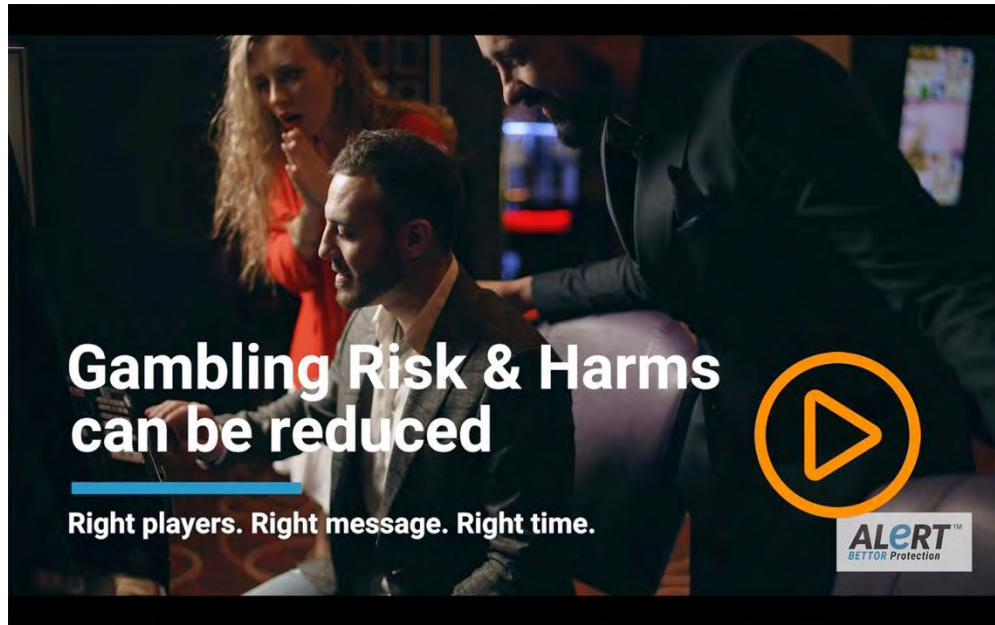
Development of the ALeRT App Continues

Logging customer interactions 'live on the floor' will be a reality this year.

Stay tuned for more updates in our June 2023 newsletter.



Check Out Our New ALeRT Video



Please let us know if we can assist you with your safer gambling needs. Simply hit reply on this email to get in touch.

Sincerely,
The Focal Team

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Our mailing address is:
Focal Research Consultants Limited
7071 Bayers Rd Suite 309
Halifax, NS B3L 2C2
Canada

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