



Hello,

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

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

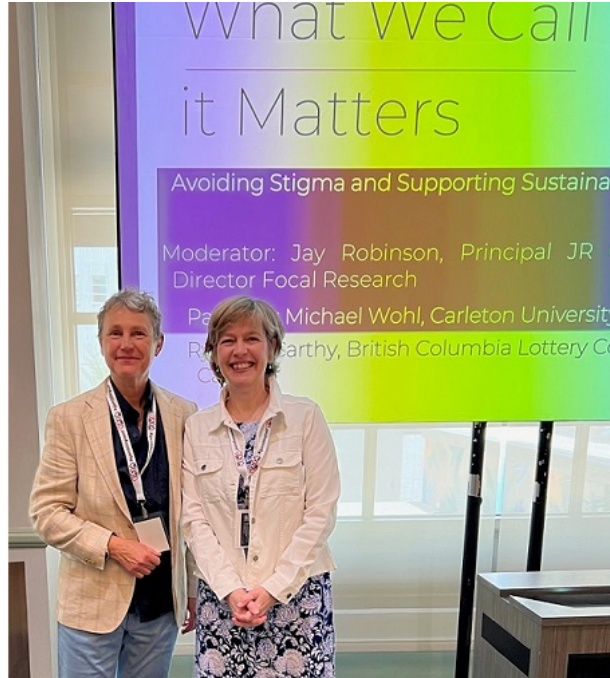
New Developments

Highlights from the May 23-25, 2023 18th International Conference on Gambling & Risk Taking

Tracy and Jay shared our latest research findings on risky play sessions and affordability, moderated engaging panel discussions, and connected with fellow stakeholders to promote safer gambling.

Additionally, we explored a prevention approach for player protection. By shifting the focus from problem gambling to encouraging sustainable gambling practices for all those who choose to gamble, we address the stigma surrounding responsible gambling and self-management tools making safer gambling relevant for all customers.

Click the button below to learn more about this year's conference.



[Learn More](#)

Principals of Focal Join International Association of Gambling Advisors

Demonstrating our commitment to player protection, safer gambling and collaboration with worldwide experts in gaming, CEO Dr. Tony Schellinck, and Principal and President Tracy Schrans have joined the International Association of Gaming Advisors (IAGA).



[Learn More](#)

Research

New Report on the First Phase of Our In-Session Research Coming in Q3 with Phase 2 Underway with Affordability Models

We will release an interim report this fall on the outcomes of the first phase of our in-session research, which will help operators respond to EGM risk in real-time, live-on-the-gaming floor.

The second phase of our research was launched on May 1, 2023, in collaboration with the National Research Council of Canada and multiple industry operators to adapt our Affordability Models for use during live play.

Key Updates

ALeRT App Ready for Trial in Q4

The 'ALeRT On-The-Go' app will make it easier for staff to conduct and log interactions on-the-floor and will be ready to trial in Q4 of this year.



Check Out Our Recent Video on How Gambling Risk Prevention Software Helps Operators Identify Risky Play Behaviours



[View All Videos](#)

Acknowledgements

It has been 10 years since Focal and Tracy Damestani first crossed paths at the International Conference on Gambling and Risk Taking.

Tracy is a strong long-term supporter of player protection and one of the driving forces behind the pioneering research we undertook with Casinos in the UK from 2014-2019 in developing the ALeRT System.

We applaud Tracy, and the team at Les Ambassadeurs, for continued leadership in supporting a responsible, sustainable industry.



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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