



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

The Impact of Technology on Safer Sustainable Gambling at the Canadian Gaming Regulators Association September 21

This fall, Tony and Tracy will present our research on using technology and player data to set standards for safer gambling to the CGRA in Halifax, Nova Scotia, Canada.



[Learn More](#)

Focal's Next Phase of In-Session Research to be Unveiled at IAGR Botswana on October 18

We look forward to sharing our phase two in-session research, exchanging ideas, and addressing the vital aspects of a sustainable and responsible gambling industry.

Watch the video below to learn more about what we will present at this year's conference.



Focal Finalist for Vixio Global Regulatory Awards 2023

For the third year running, we have been named a finalist in the 'Responsible Gambling Service or Solution Provider of the Year' category at the 2023 Global Regulatory Awards (GRAs). This recognition reflects our dedication to responsible gaming and industry excellence. Congrats to every company nominated in this category.



Focal Welcomes Melissa Salmon

We are excited to have Dr. Melissa Salmon join us to support knowledge creation and translation at Focal. Melissa brings additional depth to our research and development in safer gambling and player protection. Her strong academic skills from her doctoral work at Carleton University, commitment to collaboration, and practical experience in gambling compliance and social responsibility has made Dr. Salmon an emerging leader in applied gambling research. We warmly welcome her to our team.



[Learn More](#)

Research

New Phase One In-Session Report to Help Operators Respond to EGM Risk in Real-Time Live on the Gaming Floor Available this Fall

You can access our interim report on the outcomes of the first phase of our in-session research on our [website](#) in November.



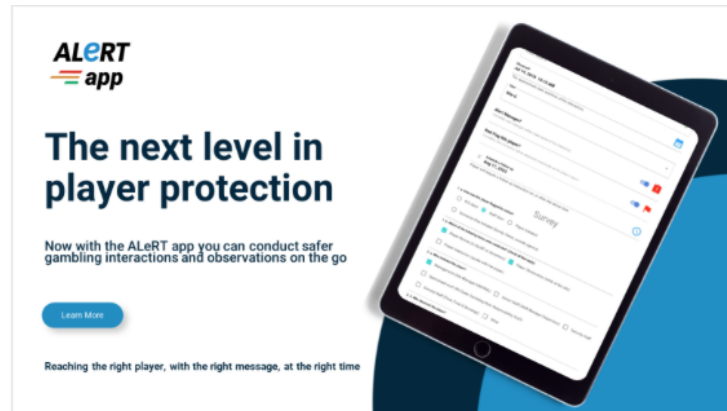
Phase two of our in-session research with the National Research Council of Canada and multiple industry operators is ongoing.

Our goal with phase two of our research is to adapt our Affordability Models for use during live play. Stay tuned for a report on our findings in the new year. – Tony Schellinck



Key Updates

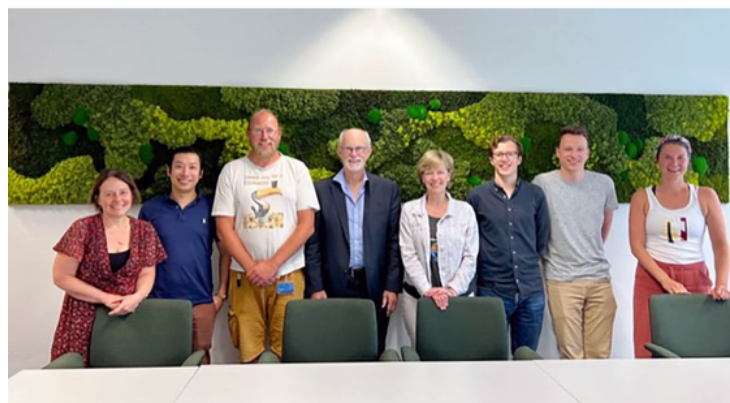
ALeRT App Ready for Trial this Year



With Appreciation

Thanks to the Kansspelautoriteit Team in The Netherlands

It was a pleasure meeting the KSA team at the end of June during our analytics workshop, helping regulators use player data for oversight and player protection. We want to express our gratitude for their hospitality and enthusiasm during a highly productive day of training.



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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