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Read time: 4 minutes

Hello,

It's remarkable how quickly the first quarter of 2024 has flown by.

Following a bustling January, we embarked on our journey to **ICE London**.

In our second year at ICE, we engaged in significant panel discussions at ICE Vox, explored advancements in player protection in the Consumer Protection Zone, and discussed safer gambling regulations with prominent industry figures from the IAGR and iGaming Ontario.



However, we nearly missed the event!

A surprise snowstorm swept through Nova Scotia, unleashing blizzard conditions and dumping between 60 – 100 CMs (2 – 4 Feet) of snow on the province. This led the Focal team on an extraordinary travel adventure involving planes, trains, and automobiles across Canada.

Our luck soon turned around at the **European Casino Awards**, where we were honored on Feb 6th with the 2024 European Casino Award for Best Player Protection System or Product.

Again we want to extend our heartfelt gratitude to everyone again for their unwavering support, which has been instrumental in enhancing the safety of gambling for hundreds of thousands with our ALERT System.



[Read our latest release](#)

On the heels of ICE, Tony headed to the Netherlands to host a Data Analytics Workshop with **Dutch regulator, The Kansspelautoriteit**.

In the hands-on workshop, Tony worked with KSA's analytics team to explore practical ways regulators can use operator data to stay on top of trends in player protection.



March's **Regulating The Game Sydney** saw Tracy presenting on Day 1 of the conference about how we can make gambling safer for at-risk players using data analytics and predictive modelling.



Tracy also sat down with Jay for a fireside chat at **RTG's new Pitch! event**. Here, she explored the significant contributions of Focal's three decades of advancements in data analytics and applied research.



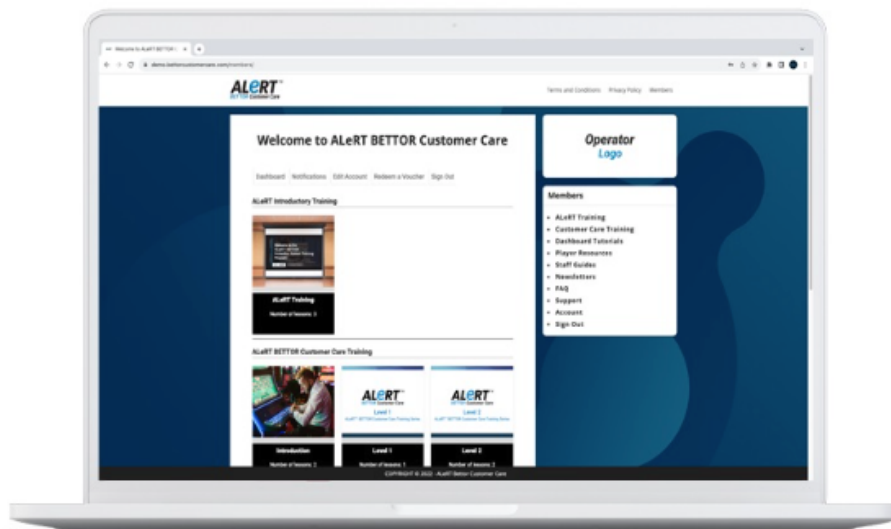
Not only did she share valuable insights, but she also questioned several accepted norms often used to shape policies. Tracy underscored the importance of thorough monitoring and evaluation to reduce unintended consequences for players.

Also, while at **Regulating the Game**, Jay joined the Gambling Harm and Lived Experience Panel discussion that brought to light several challenges facing employees in the gambling sector, underlying the importance of incorporating employee well-being into responsible gambling initiatives.





As we head into Q2 we are excited to share that clients can look forward to new training videos in their ALeRT BETTOR Customer Care training portal. Stay tuned!



Please let us know how we can assist you with your safer gambling needs.

Sincerely,
The Focal Team

ALERT™

BETTOR Protection

Get In Touch



Right Player, Right Message, Right Time

A Safer Gambling Solution by Focal Research Consultants 

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