



INTERNATIONAL GSATS phoenix 2025

FOCUS: EVOLVING GAMING THROUGH TECHNOLOGY



AGENDA

PRESENTED BY:

International Gaming
Standards Association



Phoenix, Arizona.
November 12th & 13th, 2025

This agenda is dynamic. The schedules and topics may vary.
Check our site to obtain the most recent version available.



ABOUT IGSA

Our Vision:

To pioneer cutting edge and innovative solutions for the global gaming industry.

Our Mission:

To facilitate the implementation of solutions that empower suppliers, operators and regulators with the highest level of excellence, performance and innovation through collaboration and education.

Our Values:

We will operate with integrity, fairness, and transparency. We believe that standards benefit our industry because they provide speed to market, innovation, value and extended useful life.

ABOUT IGSA

+27

Years of
experience

4

Continents
With Offices

+46

Active
Members

+1800

Volunteers

+17

Developed
Standards

+180

Collaborating
Companies

ABOUT CGS

+50

Conferences

+24

Cities

+35

Exhibitions

+20K

Participants



Welcome to the FUTURE!

Technology continues to evolve at ever-increasing speeds, making it increasingly difficult to keep up with new innovations.

Following the success of its inaugural edition in 2024, GSATS Focus 2025 returns to Arizona for its second edition, featuring two days of immersive education on emerging and future technologies shaping the gaming industry.

WHY ATTEND GSATS FOCUS?

- Education: Learn about new technologies and their application in highly regulated industries.
- Regulation: Hear from legislators and regulators who are shaping the future of the sector.
- Networking: Connect with key leaders in an event designed for strategic conversations.
- Business Opportunities: Discover how to bring technology to market, implement it effectively, monetize it, and explore new areas for growth.

A wide-angle photograph of the Phoenix city skyline at night. The city lights are visible, and a large, full moon is in the dark sky above the city. The word 'PHOENIX' is overlaid in large, white, sans-serif capital letters across the middle of the image.

PHOENIX

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NOVEMBER 12th

REGISTER 8:00 h - 12:00 h

WELCOME BREAKFAST 7:30 h

9:00 h - 9:05 h

Welcome & Opening Address

Mark Pace, IGSA President

9:15 h - 9:45 h

Opening Keynote Address

Technology - the key to sustaining gaming's growth in Nevada

Mike Dreitzer, Chairman of the Nevada Gaming Control Board

9:45 h - 10:30 h

Artificial Intelligence - Improving the Industry

Brian Teuscher, Director of Consumer Customer Enablement, INTEL

AI continues to dominate the technology conversation with many diverse products claiming to be AI-driven or enhanced. While AI is demonstrably being used in several products related to Responsible Gaming (RG), it is more difficult to discern whether AI is truly being used in other gaming products. Is AI being used in non-RG products, and what are the real benefits, beyond marketing hype?

10:30 h - 11:15 h

Artificial Intelligence - powering Responsible Gaming

(M) Joe Bunevith, VP Government & Regulatory Affairs, GLI

Martin Lycka, Former SVP Regulatory Affairs and RG, Entain

Errol Rice, Director of Technical Compliance, Konami

Sangeeta Reddy, VP Innovation, Gaming Laboratories International

AI and machine learning are being incorporated into numerous Responsible Gaming (RG) products to parse through huge data sets, identifying players that may need assistance. Using this new capability brings with it a certain amount of responsibility and potential risk.

What should operators do to use this technology for good, while mitigating potential downsides as the balance profitability and customer care?

11:15 h - 12:00 h

Compliance does not equal Security - Closing the Gap from an Operator's Perspective

Steve Bonilla, Executive Director of IT, Wynn | Encore

Software products and services in our industry offer challenges from a cyber defense perspective while certified as compliant with successful audits. In this session we will compare the purpose behind effective compliance audits against threat mitigation for cyber incident response and introduce an approach for closing the gap industry wide.

12:00 h - 13:30 h

Executive Lunch

13:45 h - 14:30 h

Payment Processing - Supporting Player Acquisition and Contributing to the Bottom Line.

(M) Jonathan Michaels, Founder and Principal, Michaels Strategies
Joe Watkins, President Worldpay Solutions
Christopher Granger, Lottery and Gaming Lead, VISA
Rose Zwirn, Sr. VP of Business Development, Sightline Payments

The field of payment processing in the gaming industry continues to evolve. Faster, more efficient, and more secure payment methodologies are required to keep up with the demand.

What does the future of payment processing look like? How does getting this technology right contribute to player acquisition, player loyalty and positive increases to operator's bottom line?

14:30 h - 15:15 h

Betting Fraud - The house-edge margin killer!

Michelle Prince-Glenn, Head of Strategy and Operations, CentralAMS
Tonya Roedell, President, Broader Reach Consulting

Fraud in gaming isn't just a nuisance—it's a margin killer. From bots creating fake user profiles to exploit signup bonuses, to chargebacks, account takeovers, and cyber breaches, operators often lose \$4-5 for every \$1 in actual fraud, once fees, fines, and labor costs are factored in. In the gaming industry, as much as 8-15% of new accounts can be fraudulent if left unchecked, siphoning millions through bonus abuse, skewed marketing spend and inflated customer acquisition costs.

15:15 h - 15:45 h

Afternoon Networking Break

15:45 h - 16:30 h

Know Your Customer - Protecting Players

(M) Mark Pace, IGSA President
Victor Newsome, Sr. VP of Product Management, IGT
Paul Resch, Director of Gaming Operations, PAGCB

KYC is a ubiquitous requirement across regulated jurisdictions. In some gaming markets, the KYC process is much more robust than in others.

What are the Best Practices in KYC, and what needs to happen to have these implemented in KYC-deficient gaming markets?

16:30 h - 17:15 h

Player Protection - Technology driving safer gaming

(M) Jennifer Shatley, Executive Director, Executive Director Responsible Gaming Online Association (ROGA)
Sean Britt, Sr. Director, Global Gaming Markets, LexisNevis Rosk Solutions

As the online gaming industry explores new and innovative ways to support players, this session highlights the Responsible Online Gaming Associations (ROGA) data clearinghouse a new program that will enable multi-operator, multi-state self exclusion. The panel will focus on the technical workings of the clearinghouse, the challenges of unified self-exclusion, and how this technology can be leveraged in the future to further support players.



17:15 h - 17:20 h

Day 1 Wrap-up
Mark Pace, IGSA President

19:00 h - 21:00 h

All Delegate Cocktail Reception
Venue: Event Center Banquet Patio."



NOVEMBER 13th
REGISTER 8:00 h - 12:00 h

WELCOME BREAKFAST
TIME TO 7:30 h - 9:00 h

9:00 h - 9:05 h

Welcome

Mark Pace, IGSA President

9:15 h - 9:45 h

IGSA Committee Roundtable.

Hear from Committee Chairs, Vice-chairs or committee participants on the work underway in each active IGSA Committee.

Nimish Purohit, Cyber Resiliency Committee Chair (Aristocrat),
Travis Foley, Emerging Technology Committee Chair (BMM),
Jonathan Michaels, Payments Committee (Michaels Strategies)
Mark Pace, Ethical use of AI Committee,

9:45 h - 10:15 h

Brazil – the largest gaming revenue jurisdiction in LatAm

(M) **Mark Pace**, President IGSA

Mr. Regis Dudena, Secretary of Prizes and Bets at the Ministry of Finance, Brazil

Hear directly from one of the main policy makers about the state of gaming in Brazil. What has been accomplished, what is next and what tools, standards, best practices, may help Brazil achieve its objectives.

10:15 h - 11:00 h

Cashless Wagering - The land-based dream solution

(M) **Jonathan Michaels**, Founder and Principal, Michaels Strategies
Andrew Crowe, VP Omnichannel Americas, Nuvei

Karl Rempel, Sr. Mgr. Technology Regulations & Compliance AGCO
Errol Rice, Director of Technical Compliance, Konami

The push for cashless wagering gained momentum during the COVID era where paper currency was seen as a potential means of spreading the virus. Has the push for cashless wagering in land-based casinos died down? What are the challenges to getting it truly implemented? What are the potential solutions?

11:00 h - 11:45 h

Cyber Resiliency - Protecting the Gaming Industry

(M) **Kevin Kealy**, Global Chief Information Security Officer, Light & Wonder

Rita Garry, AI and Data Privacy Attorney, Howard & Howard
Shane O'Donnell, CPA, CISA, CCSFP, CITP, Centric Consulting
Rob Bolton, Senior Sales Director, Continent 8

The gaming industry is facing a growing challenge from cyber criminals attracted by the player data and money that operator systems have. What Best Practices and technologies should operators implement to minimize the risk of cyber-attacks and maintain the value of their brand?

11:45 h - 12:30 h

Illegal Gaming - Using technology to mitigate the impact

(M) Travis Foley, Chief Government and Regulatory Officer, BMM Test Labs

Matt Holt, Former CEO, IC360

Lindsay Slader, SVP Compliance, Geo Comply.

Joseph Martin, Founder & CEO, Kinectify.

Susan Bala, Founder & CEO Phoenix Global Technology.

The size of the global gaming black market is estimated to be between \$350Bn to \$1.7Tn. Is the push for advertising bans, increases in personal disclosure, age restrictions, and tax rates driving more illegal gaming? Can technology play a role in reducing the size of the black market? If so, how, and why?

12:30 h - 14:00 h

Executive Lunch

14:00 h - 14:45 h

Tribal Gaming - Unique Challenges and Opportunities.

(M) Joe Bunevith, VP Government & Regulatory Affairs, GLI.

Rich Rader, CTO, Seven Feathers Casino

Tim Cotton, CTO, NIGC

Cynthia Hays, Director of Compliance, FireKeepers Casino

Jerad Swimmer's, Tribal Regional Sales Director, Continent 8

While many may think that what works for corporate operations must work for Tribal-owned ones, there are many differences that must be taken into account. What must technologists and suppliers consider as they look to deliver products that drive growth, profit, and empowerment for Tribal operators?

14:45 h - 15:30 h

Improving Customer Services through AWS Services

Raj Salvage, Principal Solutions Architect, AWS

How customer service can be enhanced using Amazon/AWS technologies to leverage Agents and Agentic AI driving efficiencies and delivering superior customer engagement.

15:30 h - 16:00 h

Afternoon Networking Break

16:00 h - 16:45 h

Regulatory Roundtable

Chris Fleenor, Ohio Casino Control Commission,
Karl Rempel, Alcohol and Gaming Commission of Ontario,
Paul Resch, Director of Gaming Operations, PAGCB
Jeremy Eberwein, Deputy Chief, NV GCB
Regis Dudena, Secretary of Prizes and Bets at the Ministry of Finance, Brazil

KYC is a ubiquitous requirement across regulated jurisdictions. In some gaming markets, the KYC process is much more robust than in others. What are the Best Practices in KYC, and what needs to happen to have these implemented in KYC-deficient gaming markets?

16:45 h - 17:00 h

Summary & Wrap-up

Mark Pace, IGSA President



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