

THE
BRITISH
CASINO
AWARDS

IN ASSOCIATION WITH
THE NATIONAL CASINO FORUM
TUESDAY 6TH FEBRUARY 2018

**The British Casino Awards: entries and
nominations rolling in!
Plus! Playtech signs up as sponsor**

Designed to benchmark and champion excellence in the gaming industry, The British Casino Awards has been the talk of the industry in recent weeks with entries and nominations rolling in. The event, which is being held in association with the National Casino Forum, will take place at the Hippodrome Casino London on Tuesday 6 February.

The brainchild of Casino International publisher, Datateam Business Media, this brand-new event - with its exciting mix of panel-led and industry voted for

awards - is unlike anything else in the industry. The awards themselves are split into three sections; 'Operators', 'Products' and 'People' giving every aspect of the industry a chance to shine.

Media director Paul Ryder is keen to see as wide a range of manufacturers and operators as possible take part. ***"If you are a company that demonstrates excellence in your field, we want to hear from you!"*** he says.

The British Casino Awards also boasts an ever-growing line-up of sponsors, with Playtech one of the earliest signings. Widely regarded as the pioneer of omni-channel gambling, the company provides marketing expertise, sophisticated CRM solutions and other services for operators seeking a full turnkey solution.

Chief operating officer Shimon Akad says: ***"As an industry leader and pioneer in gaming technology and safe and responsible gambling, Playtech is proud to sponsor and support the inaugural British Casino Awards. The event comes at the ideal time during the annual ICE exhibition when the industry gathers together to discuss the last 12 months and look ahead to the following year ahead, new ways of working and innovation. We look forward to the event and rewarding those that contribute to the sector's ongoing success."***

For more information, to enter and nominate visit www.britishcasinoawards.co.uk

NOTES TO EDITORS

About The British Casino Awards

Championing excellence in the UK and Europe, Casino International publisher Datateam Business Media has announced the launch of The British Casino Awards, in association with the National Casino Forum (NCF).

In a first for the industry, a secure online voting process will produce five finalists in the voted-for categories, with an expert panel selecting the finalists and ultimately, the winners of several others.

Manufacturers and operators will be able to enter into any of the relevant categories online via The British Casino Awards website. They are also asked to nominate other companies and individuals for a British Casino Award, using the same simple online form. Entries and nominations must meet the necessary criteria to be allowed through to the voting and judging stage.

The awards themselves are split into three sections; 'Operators', 'Products' and 'People'. The 'Operators' section will be voted for by the industry, categories include: Independent UK Casino Operator of the Year, Multiple UK Casino Operator of the Year, Overall Casino Operator of the Year, European Casino Operator of the Year, Best UK Marketing Programme, Best UK Casino Restaurant and Best UK Casino Customer Service.

The 'Manufacturer' awards cover gaming products manufactured globally and available in the UK, including Best UK Table Gaming Product (including ETG), Best UK Slot Product and Best UK CMS/Software Product. All are voted for by the industry.

The 'People' awards include Apprentice of the Year, Rising Star Award, Community Engagement Award, Lifetime Achievement Award and, which are all panel choice.

The Diversity Award spans the three sections, and will be awarded to a company that has demonstrated a proactive attitude towards gender diversity.

www.britishcasinoawards.co.uk

About Casino International

Casino International is read by industry professionals worldwide, who are able to digest the latest casino news, features and comment how they like it – in print, on the app, on the website or in the ever-growing digital publication. Its feature-led editorial is compiled by a great team of writers spanning the globe.

Casino International reports on all of the major casino trade exhibitions, and the magazine features a regular section devoted to the world of online gaming edited by Matt Broughton. Sharon Harris patrols North America, Ricki Chavez-Munoz handles Latino America, Macau Business handles affairs in Asia, and Jon Bruford, Managing Editor, covers the rest.

The longest-serving international casino title on the market is also the most forward-thinking, using the latest technology to deliver the experience and content its readers want, when and how they want it. Casino International has become the indispensable international business-to-business publication of the casino industry.

www.casinointernational-online.com

About Datateam Business Media:

Datateam is a modern and dynamic communications business with product portfolio covering five business-to-business sectors including exhibitions, awards, conferences and exhibitions.

www.datateam.co.uk