

# New webinars set the agenda ahead of ICE

ICE attendees can access hours of expert opinion from the comfort of their own tablet or laptop thanks to a new series of online webinars ahead of this year's event.

The Pre-ICE Gaming Leaders Webinar Series has been designed to assist attendees in preparing for the February event at London's ExCel by understanding some of the key opportunities to be capitalised upon.

Eleven FREE webinars will be available between December 9 and January 28, with a variety of topics covered from product innovation to expansion and new markets.

"This is a great opportunity to get ahead of the game in the weeks leading up to ICE," said Rory Credland of Clarion Events, which organises ICE.

"It's an opportunity to gain knowledge and learn about some of the main topics that will be addressed in London.

"For the first time the gaming world will be able to connect through a series of webinars addressing the industry's key issues and led by the industries thought leaders."

Some of the episodes scheduled include 'Transition to Data-driven Business', 'The Millennials', 'Sports & Gaming USA' and a series examining emerging markets such as Africa, Brazil and Mexico.

To access the Pre-ICE Gaming Leaders Webinar Series, simply visit

„[www.icetotallygaming.com/glws](http://www.icetotallygaming.com/glws)“: <http://www.icetotallygaming.com/glws> and register now.

ICE will take place at London ExCel from February 2-4. For

more information visit  
„www.icetotallygaming.com“:http://www.icetotallygaming.com