

Racing Post to host Betting Shop Manager of the Year at ICE, the world's biggest gaming show



Matt Howe, Racing Post/SIS Betting Shop Manager of The Year

London – 29-year old Matt Howe, will be taking on his first major engagement as the new Racing Post/SIS Betting Shop Manager of the Year, when he accepts the invitation to 'Enter the Gaming Technopolis' at ICE Totally Gaming (2/3/4 February, ExCeL Centre, London). The 29-year old, who oversees five Ladbrokes Licensed Betting Offices, will be writing a live blog assessment throughout the duration of the world's biggest gaming show from the Racing Post Café, which has become the informal meeting place for the betting industry at ICE. The blogs will appear each day on the Racing Post's website.

The Racing Post's Jim Cremin, a long time visitor to ICE, will be mentoring Matt on what will be his first visit to the exhibition. He said: „Matt's in for a treat; in my opinion there's simply nothing else like or as enjoyable as ICE. Whether it's just meeting up with industry friends, making new contacts, or simply getting a feel for the way the business is evolving, for me it's three of the best days of the entire year. I like the way the show has now settled in at the ExCel

– which is a perfect showcase to the world, while still being in easy range of central London.”

He added: „Our Racing Post Café is one of the key meeting places at ICE – which without any doubt is our single most important show from a commercial perspective. We are there to talk print, web, mobile, tablet and retail solutions, provide quality offerings for each medium and will be found in the same place as last year (S1 – 230). The easiest route is via the DLR to Custom House and then just follow the crowds!“

Eugene Delaney, the Racing Post’s Head of B2B, is looking forward to welcoming as many of the 20,000+ visitors to ICE as is humanly possible. “It is a fantastic meeting place as well as the opportunity to highlight product and innovation.” he said. „The Racing Post B2B team will be showcasing our array of horseracing, greyhound and football products and we will be launching a range of exciting initiatives across online, mobile and retail. We are continuing to make significant investment in B2B products and we will be on hand to explain the potential benefits to businesses.”

He added: “There is so much more to the Racing Post than just a traditional print product – and whilst that remains an important element, our team have been working hard on developing digital and other opportunities. Visitors are going to find some of these ideas both useful and potentially rewarding, and the entire Racing Post team will be on hand to say hello.”