

Highlighting the importance of training the gaming workforce

As anticipation grows for the first edition of Gaming Africa which takes place from 24-25 October 2017, Lee Richardson, chief executive and founder of Gaming Economics and course director of the Totally Gaming Academy Sportsbook Management course, provides an exclusive preview of the training module. He outlines the importance of training and how some jurisdictions are placing greater importance on a well-trained gaming workforce.



Lee Richardson

How much importance do you think gaming regulators place on a well-trained industry?

I think it varies enormously around the world, with clear evidence that no 'one size fits all'. This might mean very 'light-touch' from one regulator, through to others who want qualified individuals to hold Personal Operating Licenses, with all the due-diligence that should go alongside that 'standard'. The scope of industry training that we are able to deliver through our specialist courses and associated masterclasses clearly helps with that degree of due-diligence and should help raise standards. Looking into the future, I'd certainly want to see more adoption throughout the industry, of continuing personal development (CPD) programmes: everyone would benefit, including operators, regulators, and the consumer.

Do you think training is now part of the gaming culture or is it perceived as being just a necessary function?

It's starting to be taken more seriously, certainly, and many of the regulators I meet, on a frequent basis, increasingly talk about the need to raise operating standards throughout our industry. Training is one essential component and, although some regulators are yet to fully recognise this, the trend toward its role in helping to improve operating standards is clear.

How have you adapted the course for delegates attending Gaming Africa?

Each masterclass that I deliver is tailored to suit its audience - exactly as we did for our Latin American delegates who attended Juegos Miami earlier this year - and this will be no different. Whilst many of the principles of managing a sportsbook are similar throughout the world, aspects such as betting patterns, consumer behaviour, marketing regulations and licensing regimes are always different. The masterclass reflects that, whilst ensuring the core sportsbook management principles are covered.

Can you explain the main take-outs from the module – how will delegates benefit on a practical level?

Essentially, delegates will leave the masterclass with a solid appreciation of five key elements of operating a successful sportsbook; perspective, profit, product, planning and people. It will give all delegates a reliable framework to adapt and adopt for their own operation, whether theirs is already established, developing or in start-up mode.

What do you think Gaming Africa will bring to the development of the industry on the continent?

As someone who's been involved in industry trade shows and conferences over the past 15+ years as a speaker, delegate and moderator in Europe, Asia and America, I know how vital they are in helping to educate and develop our sector, as well as the incredible networking value they produce for everyone who attends them. I am certain it will be just the same for Gaming Africa and, personally, I am excited about attending what will be my first such industry event in Africa.

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