Title: Exploring Training-led Approaches to Responsible Game Design

Abstract: Describing, understanding and mitigating product-related risk is one of the fastest growing priorities for the gambling industry, regulators and all those concerned to minimise gambling-related harm. However, it is also one of the most challenging priorities. This conference paper will consider the feasibility, application and potential impact of a training-led approach to responsible game design, within IGT. In this presentation, we will review the need for industry to manage product-related risk. We will also briefly examine the existing theory and evidence around responsible game design. Practical examples of the types of training content and delivery under consideration will also be included. We will also examine the advantages and disadvantages of a training-led approach. Finally, we will explore the important question of ‘impact’ and outline future priorities and challenges for designing sustainable games in the gambling industry. [Words: 136]

Implications: Managing risks posed by gambling games has become a priority for gambling regulators, industry and other concerned stakeholders. In this presentation, we will discuss the critically important questions and share our current thinking, with examples, of what we think is a positive step in the right direction. [Words: 47]

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Bios:

Angela Wiczek - Vice President, Corporate Communications, IGT

Angela Geryak Wiczek has more than 25 years of experience in communications and corporate affairs. She is the Vice President for IGT, a global leader in gaming and lottery with operating headquarters in Las Vegas, Nevada; Providence, Rhode Island; and Rome, Italy. She is responsible for the development, management, and execution of all corporate communications programs and works directly with senior executives to relate the company’s strategy, vision, and mission to internal and external audiences. Angela works with colleagues around the world on social responsibility initiatives including producing an annual Sustainability Report, employee training, and certification processes. IGT has developed a suite of responsible gaming best practices based on its experience supporting and operating gaming programs throughout the world.

Dr. Jonathan Parke - Director of Sophro Ltd – an independent research consultancy exploring the psychology of gambling

Dr Jonathan Parke is Director of Sophro Ltd – an independent consultancy providing research, training and advice on the psychology of gambling. He is also visiting Professor at the University of Salford. His previous roles include Director of Commissioning for the
Responsible Gambling Trust (RGT) and Programme Lead for undergraduate and postgraduate programmes in Gambling Studies at the University of Salford. Jonathan has served as principal investigator on a variety of government, industry and research council sponsored research projects most of which focusing on gambling behaviour and has developed, delivered and managed a range of university level courses and corporate training programs in gambling studies.

Stefania Colombo - Senior Manager CSR, IGT

Stefania Colombo is IGT Senior Manager of Corporate Social Responsibility (CSR).

Since 2007, Stefania have been responsible for planning, developing and monitoring RG gaming programs, including: dialogue with key stakeholders; reporting and compliance with international standards; education and awareness programs; engagement in studies and researches on problem gambling; creation and management of appropriate safety nets for customers unable to control their gambling behaviour; risk assessment for new products. Since 2008, Stefania has partnered with the European Lotteries on CSR/RG activities to help develop best practices for the industry. In 2015, Ms. Colombo was invited to join the World Lottery Association’s CSR/RG working group. Stefania earned her MBA, the Young Leadership Development Program, obtained at the Manchester Business School in Manchester, England. She received her undergraduate degree in Communication Sciences, with a major in Public Relations, at IULM University in Milan.