



WELCOME TO THE **GREEN GAMING** FORUM

The world of online gaming is at constant change, we are all trying to figure out the next big thing. Learning what makes the customer tick means getting to know them better and understanding how to best communicate with them.

Building smart new digital tools seems to be the way forward, but what happens when you know everything there is to know about the player?

In the Green Gaming Forum we will exchange ideas of how modern technology is best used to deliver an optimal user experience in a safe environment. We welcome you to take part in this discussion and be part of shaping the future of Green Gaming.

At every event a new group of specially invited guests is introduced, bringing unique experiences and inspiration to the Green Gaming Forum.

Join us from the start on Monday 22 January 2018 @15.00 CET.

Guest panelist;



*Melissa Cressey
Vice President of Global Strategies at DSPolitical
Washington DC, USA
melissa@dspolitical.com*

Joining DSPolitical in 2014, Melissa has held the positions of Director of Business Development and Vice President of Business Development. Earlier work includes Vice President of Customer Services at Advocacy Data, where she specialized in email targeting, voter files, GoTV, fundraising and outreach for organizations, campaigns, nonprofits, unions and already elected officials.

DSPolitical pioneers the best integration of data and technology to persuade audiences and deliver wins for progressive candidates, causes, and issues with the most efficient and effective digital advertising campaigns in politics and public affairs.



Jakob Jonsson
Psychologist at Sustainable Interaction
Stockholm, Sweden
jakob@sustainableinteraction.se

Jakob Jonsson is a psychologist and doctoral student at Stockholm University. Jakob has been working with gambling addiction since 1992 as a therapist, researcher and lecturer. His special areas are relatives and assessment of gambling problems. He has written a number of research reports, book chapters and articles on the subject. Sustainable Interaction has been transforming knowledge about behaviour and pedagogy into innovative products for change and progress since 1999.



Jesper Kärrbrink, CEO Mr Green Ltd
Sliema, Malta
jesper.karrbrink@mrgreen.com

Jesper Kärrbrink has more than 25 years of experience as CEO in the media, gaming and e-commerce industries. He was CEO of Svenska Spel, one of Europe's largest singel market gaming companies, for four years and CEO of Eniro before joining Euroflorist as CEO. Euroflorist is a flower online and wire company with over 2,000,000 customers in twelve markets. He has also been acting in a number of boards and is the co-author of three books.



Moderator
Alexander Crawford, Analyst
Stockholm, Sweden
aocrawford@gmail.com

Alexander Crawford is an advisor and analyst working as independent consultant and learning process designer. He works in global projects of various kinds, in Sweden, Europe and Asia. For over ten years, he was research director and project director at the Tällberg Foundation, where he was lead program designer and project leader for the yearly Tällberg Forum (2005-2013).

[Please register to the event by clicking this link](#)

Link will take you to a registration page. A second mail will follow your completed registration with a link to the actual webinar. The webinar start Monday 22 January at 15.00 CET. Please follow the instructions to take part of the discussion.

