



Safer Gambling

Training & Consultancy

Safer Gambling solutions that create

- A Highly Skilled Workforce
- Commercial Sustainability
- Safer Products
- A Highly Reputable Brand
- World-Class Consumer Experiences

97%

...of people attending EPIC's safer gambling programmes rate its content, facilitator, and quality of delivery, 9 or 10-Out-Of-10

**EPIC**
GLOBAL SOLUTIONS

CPD
The CPD Certification Service

**SBC**
AWARDS 2023

 **GLOBAL
REGULATORY
AWARDS 2023**

Lived-experience at the heart of everything we do

EPIC's value proposition to its partners is professional services delivered by consultants with lived-experience of gambling addiction. This remains the foundation for the design and delivery of all EPIC solutions blending deep levels of industry knowledge with real-life

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By embedding 'lived-experience' content, we're seeking to humanise the issue. We therefore see EPIC as an important partner in our continued efforts to build a culture of RG. It was fantastic to see the response from staff after attending the EPIC sessions. There is now a strong appetite to fully understand gambling harm prevention”

Ashley Cahill
Senior Director RG, FanDuel



EPIC advisory & consultancy solutions

Independent advisory and consultancy solutions, from a lived-experience perspective, that enhance operational efficiency and risk mitigation:

Where we can help:

- Review and implementation of RG policies, strategies, and existing training programmes
- Risk assessments across multiple business functions to identify SG, compliance, regulatory, and HR risks.
- Expert lived-experience advice on business practices, policies, and procedures.
- Quality assurance of customer interactions with key case reviews (individual customer concerns)
- Quality assurance of RG tools, plus analysis and evaluation of RG data (inc. MindwayAI).
- Quality assurance of product design and development in relation to safety features
- Advice on tone of messaging, including for PR, marketing, advertising, and communication campaigns
- Plus much more...

Safer gambling training solutions

Safer Gambling Training

Develop a highly-skilled workforce through EPIC's portfolio of bespoke and accredited RG training solutions. Expertly designed by lived-experience consultants, the training includes (but is not limited to) gambling harm awareness, customer interaction masterclasses, and risk assessment. All designed to upskill staff in being able to identify excessive gambling at an early stage and to implement effective intervention.

Format:	Training workshops
Duration:	From 90 minutes to 8 hours
Learners:	All staff
Added Benefits:	Evaluation & quality assurance Compliance & regulation Bespoke & customisable Annual/quarterly Reviews

Digital Safer Gambling Training

As an extension to its RG training workshops, EPIC provides online RG training solutions with a suite of eLearning resources for all staff. EPIC's pioneering interactive learning modules includes training that incorporates VR with additional digital resources that encourage ongoing engagement, learning, and professional development in a flexible learning environment. Modules can also be customised for specific team objectives.

Format:	Online
Duration:	Variable
Learners:	All staff
Added Benefits:	Mass engagement Monitor participant progress Bespoke & customisable

Executive Masterclass

A programme expertly designed by EPIC's lived-experience senior leaders for board-members, C-level executives, and senior leaders across all business functions. Delivered by EPIC's CEO and Senior Vice President(s), the masterclasses focus on sustainability, growth, culture, brand & reputation, operations, policies, and people with the goal of implementing a 'top-down' approach to responsible gaming.

Format:	Onsite or online workshops
Duration:	1 to 2 hours
Learners:	Board, C-level execs, SLT
Added Benefits:	Designed for C-suite Evaluation of the programme Bespoke & customisable Senior leader advice

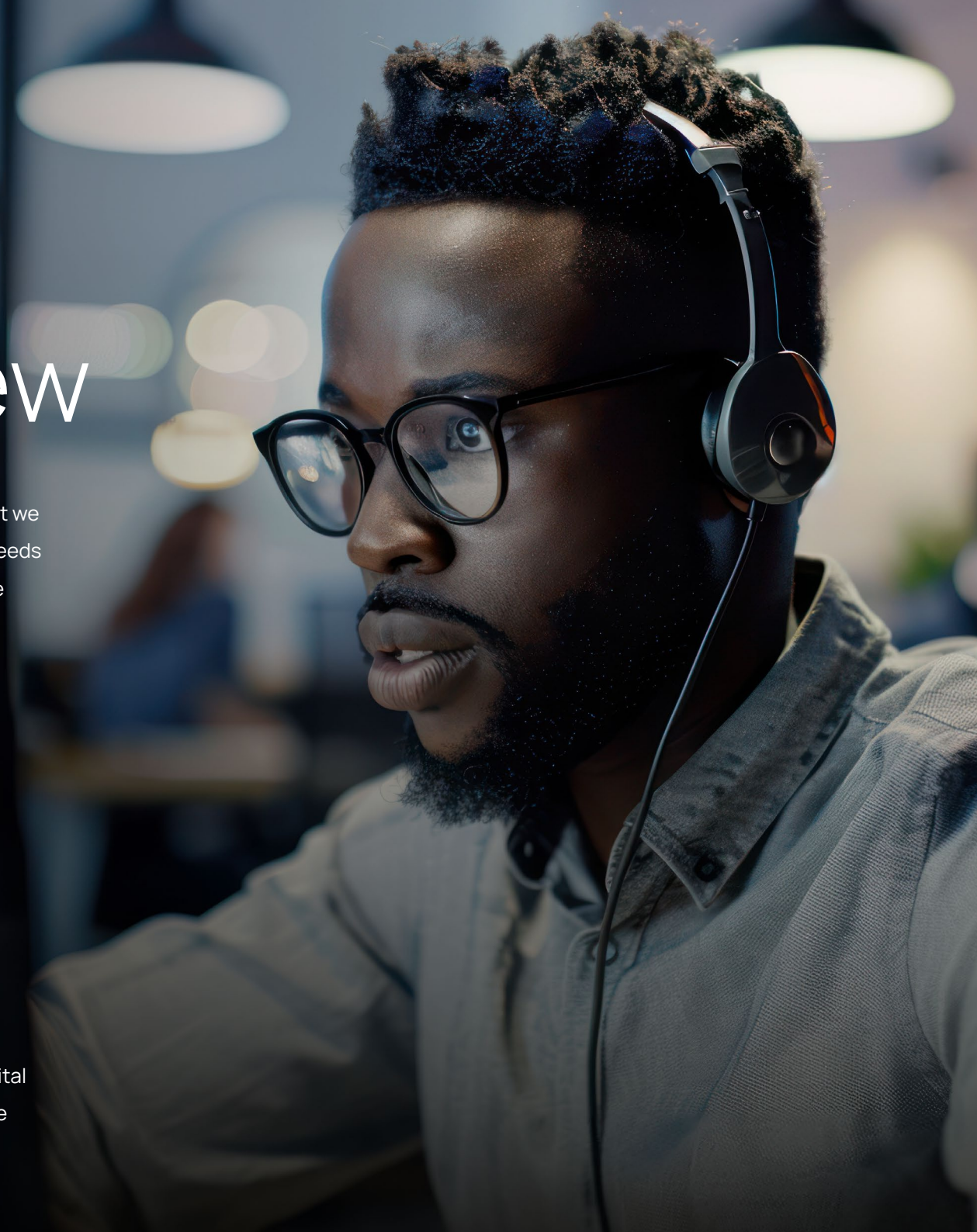
EPIC Global Solutions

Course overview

The following list details at a high-level the off-the-shelf training courses that we offer. It is worth noting that all courses listed can be customised to fit your needs and that should it be required, we are also able to design completely bespoke training courses.

- Interactions Masterclass (CPD Accredited)
- Interactions: Essentials
- EPIC: Affordability Workshop (CPD Accredited)
- EPIC: Suicide Awareness and Resilience
- Gambling Harm Awareness (CPD Accredited)
- Understanding the Mindset of Your Customer

All courses are available in-person or online. PLUS, EPIC provides a suite of digital SG training for operator staff, which is accessible via EPIC's LMS or through the implementation of EPIC's digital training modules on a clients' internal LMS.



Delivering increased value

For responsible gambling operators, improving safer gambling practices isn't just about compliance or ethical responsibility—it often also provides several distinct business advantages.

- Enhanced customer relationships, trust and loyalty
- Improved regulatory compliance and reduced legal risk
- Increased customer lifetime value
- Competitive differentiation and brand appeal
- Improved data and insights
- Enhanced corporate culture and employee morale
- Contribution to industry-wide reputation and sustainability





Social impact

EPIC's social impact programmes drive powerful, positive change by aligning with CSR and ESG goals. These initiatives elevate sponsorship activations, enhance brand reputation, and strengthen community relations.

Through a focus on safer play and consumer education, EPIC's programmes create meaningful, long-term social impact. These initiatives are ideal for organisations looking to make a difference while actively engaging communities and advancing safer gambling education.

Consumer insight

Data from EPIC's social impact programmes is used to conduct research with academic partners that provides critical consumer insights that inform the industry.

98%

Of people reported a good or excellent level of awareness of the potential harms of gambling after the session,

- Professional Sports Leagues & Teams
- Youth Academies
- Amateur & Grassroots Sports
- Education: High Schools & Universities
- Community Groups
- Corporate Businesses: Healthcare, Construction, Armed Forces, etc.

Why partner with EPIC?

EPIC's globally renowned Safer Gambling Training & Consultancy solutions guarantee an exceptional quality of professional service through a devoted consultancy, research, and evaluation team. What truly sets EPIC apart are three fundamental strengths:

Lived Experience

EPIC's professional consultants have overcome gambling harm themselves. Deep understanding and personal narratives make EPIC's programs the most authentic, impactful, and compelling worldwide. Our ability to captivate any audience fosters engagement and commitment.

Prevention

Pro-actively address the issue of player protection by increasing awareness, knowledge and skill sets to effectively safeguard your consumers

Evaluation

Evaluation of each programme with ongoing quality assurance ensures consistent assessment of ongoing benefits, impact, and insights.

Trust is earned:

Entain

FDJ UNITED

intralot

Flutter

BETMGM

RGA
Responsible Online Gaming Association

FANDUEL

Tabcorp

DRAFT
KINGS

evoke

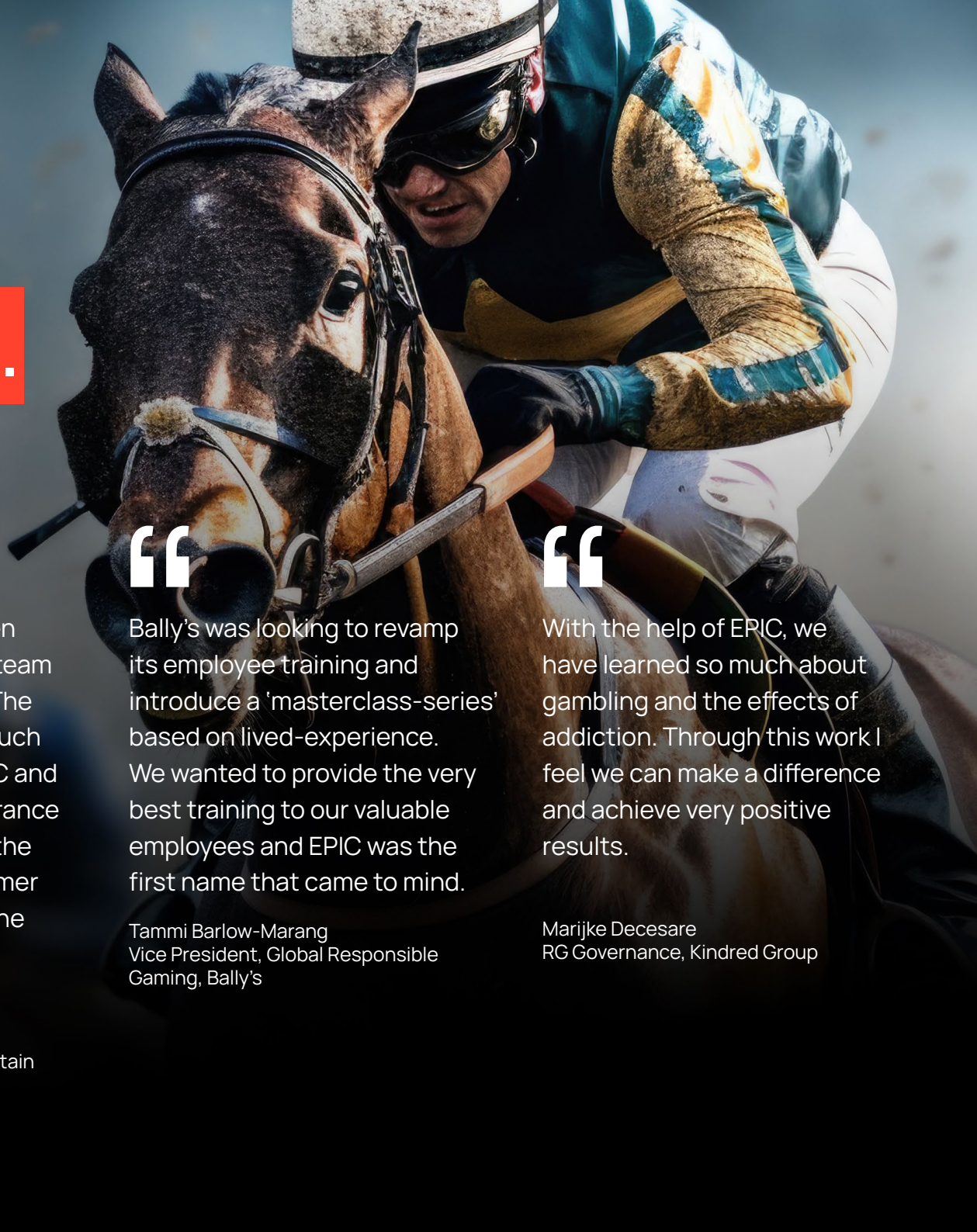
Bally's

gamesys

THE HIPPODROME
CASINO
LONDON

kaizen
GAMING

YSI



But don't just take our word...

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EPIC's lived-experience is brilliant for gambling operator staff. It provides insight into behaviours and triggers and is therefore really influential. EPIC helps us channel lived-experience into action, providing industry led solutions and a one-stop shop for all player protection needs. Our colleagues rave about the work we do with EPIC.

Grainne Hurst
CEO, Betting & Gaming Council UK (BGC)

“

EPIC's solutions have given our customer protection team many transferable skills. The team has developed so much since we worked with EPIC and the monthly quality assurance has elevated the skills of the team, ensuring our customer protection is the best in the industry

Sandra Naughton
Head of Customer Protection, Entain

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Bally's was looking to revamp its employee training and introduce a 'masterclass-series' based on lived-experience. We wanted to provide the very best training to our valuable employees and EPIC was the first name that came to mind.

Tammi Barlow-Marang
Vice President, Global Responsible Gaming, Bally's

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With the help of EPIC, we have learned so much about gambling and the effects of addiction. Through this work I feel we can make a difference and achieve very positive results.

Marijke Decesare
RG Governance, Kindred Group



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GLOBAL SOLUTIONS

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