EPIC Brochure

EPIC Global Solutions

Safer Gambling Product Brochure



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GLOBAL SOLUTIONS

We exist to make gambling safer and more sustainable for everyone.

We work in partnership with gambling operators, sports, education and other at-risk sectors to reduce harm.

Executive Summary

The gambling industry continues to face regulatory and governmental challenges, but the previous relationship between EPIC Global Solutions and leading gambling operators prove that through collaboration, we can proactively craft a safer and more sustainable industry, protecting people, performance and brand value.

In 2026, EPIC remain committed to delivering exceptional impact through our industry-leading training and consultancy solutions. Our approach combines refreshed and updated content, new value-added modules, and flexible delivery options designed to meet the unique needs of your organisation.

By leveraging lived experience and proven methodologies, we aim to help you strengthen resilience and enhance wellbeing through the design and effective implementation of a strategic responsible gaming strategy, which helps industry clients thrive in a highly competitive space.

With over a decade of global experience supporting the world's biggest operators, we help you get ahead – by learning from the lived experience that came before.



Paul Buck

CEO

EPIC© GLOBAL SOLUTIONS

Headline Statistics: 2024/25

109k+*
People Reached
Global audience engagement

47+*
Clients Served
Trusted partnerships

24*
Countries
International presence



EPIC GLOBAL SOLUTIONS

Our Services

Our consultancy and training empower at-risk organisations to protect their people, reputation, and performance. Nearly half of the team at EPIC have personal experiences of gambling-related harm, and these insights and knowledge inform all services that we provide.

Training

Evaluated, evidence-based sessions tailored to high-risk sectors.

Consultancy

Strategic advisory that helps operators, regulators, and organisations build safer gambling environments.

Digital Products

Scalable digital learning that embeds safer gambling understanding across large and dispersed teams.

Education

In-person and digital interactive programmes that empower informed decision-making and lasting behavioural change. This service is traditionally delivered to higher risk sectors such as elite sport, financial services, construction and schools.

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Gambling Awareness

In this short awareness-raising session, you will have the opportunity to explore the world of gambling and gambling-related harm, learning first-hand from lived experience who are in recovery from an addiction to gambling.

Learning Objectives

- Learn from lived experience through a personal story
- Explore the stages of the customer journey using 'The Gambling Spectrum'
- Build empathy and understanding for the lived experience of gambling-related harm
- Opportunity for Q & A in a safe environment

Target Audience

- All colleagues from various departments

Duration

- 1 hour

Delivery Method

- Online and Face-to-Face



Interactions Masterclass

Interactions Masterclass explores key concepts in gambling harm awareness alongside practical communication techniques, supported by real-life case studies and lived experience.

Participants will develop a deeper understanding of the customer journey, strengthen empathy and confidence in identifying indicators of harm, and apply effective interaction strategies through complex, scenario-based learning.

By the end of the session, learners will be equipped with the skills and confidence to manage customer interactions more effectively and responsibly.

Learning Objectives

- Recognise the stages of the customer journey using 'The Gambling Spectrum'
- Understand the 360-degree view of a customer using the 'Do, Say and Feel' model
- Identify potential indicators of harm
- Explore different types of communication techniques within Motivational Interviewing
- Apply learned techniques in complex scenarios

Target Audience

- Customer Service Teams
- VIP / HVC / KAM
- Compliance Teams
- Supervisors / Managers
- Player protection / SG / RG
- KYC / AML / EDD / CDD
- Supervisors and Managers

Duration

- 8 Hours (full day)

Delivery Method

- Online and Face-to-Face

99%

Quality of Delivery: 99% of Entain staff rated EPIC's facilitator-led sessions 8/10 or higher, reinforcing our reputation for professional, high-impact training delivery within leading global operators.

100%

Satisfied Teams: 100% of BetMGM employees surveyed gave a minimum 9/10 session satisfaction score following sessions built to meet BetMGM's bespoke training requirements, demonstrating our ability to excel at meeting client needs.

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Interactions Essentials

An accelerated version of Interactions Masterclass, Interactions Essentials delivers the essential communication strategies and practical insights required to recognise indicators of harm and enhance customer interactions, underpinned by lived experience.

Learning Objectives

- Recognise the stages of the customer journey using 'The Gambling Spectrum'
- Understand the 360-degree view of a customer using the 'Do, Say and Feel' model
- Explore effective communication techniques
- Apply learned techniques in complex scenarios

Target Audience

- Customer service
- AML / EDD / CDD
- VIP / HVC / KAM
- Player protection / SG / RG

Duration

- 4 Hours (half day)

Delivery Method

- Online and Face-to-Face



"EPIC's lived-experience is brilliant for gambling operator staff. It provides insight into behaviours and triggers and is therefore really influential".

Grainne Hurst

CEO, Betting & Gaming Council UK (BGC)

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Executive Masterclass

A strategic leadership session designed to equip executive teams with the insight, confidence, and modern understanding needed to lead safer gambling from the top down. Delivered by one of EPIC's senior team members with lived experience of gambling addiction, the session combines personal storytelling, strategic discussion, and industry insight to create meaningful executive engagement.

Learning Objectives

- Creates executive-level buy-in for safer gambling strategies
- Encourages strategic discussion and cross-functional thinking
- Builds confidence in navigating complex and sensitive issues
- Brings leadership teams together around a shared understanding
- Combines commercial awareness with customer protection insight
- Delivers practical, real-world context through lived experience

Target Audience

- Executive leadership teams
- C-suite professionals
- Board members and senior decision-makers
- Organisational leaders across gambling, sport, finance, and corporate sectors

The challenge

Senior leaders are increasingly expected to navigate the growing complexity of gambling-related risk, reputation, regulation, and customer protection. Yet many organisations lack the strategic alignment, shared understanding, and modern insight needed to confidently lead safer gambling initiatives across the business.

Without executive-level buy-in, safer gambling strategies can become fragmented, reactive, or disconnected from wider organisational goals.

Duration

- 2 Hours

Delivery Method

- Face-to-Face

What Sets EPIC Apart

- Delivered by senior facilitators with lived experience at the core
- Built specifically for executive and leadership audiences
- Proven experience delivering to some of the world's leading executive teams
- Open-discussion format that promotes honest, strategic conversation
- Uses real-life case studies and practical industry examples
- Introduces EPIC's proprietary "Gambling Spectrum" framework
- The ideal foundation for a top-down safer gambling strategy

Suicide Awareness & Resilience

Our Suicide Awareness and Resilience training equips teams with practical, confidence building tools to effectively support vulnerable customers while strengthening their own resilience.

Delivered by experts who combine lived experience with deep professional expertise in the gambling sector, the training is grounded in a thorough understanding of both colleague and customer perspectives.

By blending authentic lived insight with sector specific expertise, the training builds empathy, sharpens decision making in high risk situations, and provides clear, actionable techniques staff can apply immediately. The outcome is a more resilient, capable workforce that feels prepared, supported, and empowered to make a meaningful difference when it matters most.

Learning Objectives

- Define suicidal ideation and explain its implications in customer interactions
- Identify your responsibilities when responding to signs of suicidal ideation
- Apply effective questioning techniques to navigate sensitive conversations confidently
- Recognise the emotional impact on colleagues and implement strategies to protect your own well-being and resilience

Target Audience

- Customer service
- VIP / HVC / KAM
- Player protection teams / RG / SG
- Managers / Supervisors
- RG governance teams

Duration

- 4 Hours (half day)

Delivery Method

- Online and Face-to-Face

Client Impact





"EPIC's expertise helped us clarify and enhance our customer interaction procedures while strengthening our overall risk management framework. Their support was important in refining our practices to better support our staff and, consequently, more effectively protect our customers."

Taina Grech
RG Quality Assurance Manager, FDJ United

EPIC GLOBAL SOLUTIONS

Beyond Compliance

This course provides an introduction to safer gambling and customer protection, exploring the importance of responsible practices for both business sustainability and individual wellbeing.

Participants will gain insight into the human impact of gambling-related harm, understand the role stigma can play in identifying and supporting at-risk individuals, and recognise key behavioural indicators of vulnerability.

This course also develops practical interaction and questioning techniques to support meaningful customer conversations, giving participants the opportunity to apply and demonstrate these skills through real-world scenarios and discussion.

Learning Objectives

- Understand the role of safer gambling in terms of business sustainability and customer protection
- Reflect on the human behind the addiction
- Explore the role and impact of stigma
- Examine effective communication techniques
- Apply learned techniques in real-world scenarios

Target Audience

- All land-based staff

Duration

- 2 Hours

Delivery Method

- Online and Face-to-Face



EPIC GLOBAL SOLUTIONS

Balancing VIP/HVC Relationships

This session highlights the crucial role of VIP Account Managers in business sustainability and customer protection. Through interactive workshops, we explore effective communication techniques and best practices to foster healthy customer relationships and prevent harm.

Led by experts with lived experience of gambling harm, this session empowers your team to confidently engage with customers, ensuring long-lasting partnerships and a safer gambling environment.

Learning Objectives

- Reflect on the unique nature of VIP/HVC relationships.
- Understand indicators of harm and risk factors.
- Learn about the human behind the addiction
- Reflect on key account management strategies
- Enhance effective communication with VIPs/HVCs
- Apply learned techniques in complex scenarios

Target Audience

- Gambling-industry colleagues such as:
- VIP / HVC / KAM
- AML / CDD

Duration

- 4 Hours (half day)

Delivery Method

- Online and Face-to-Face



EPIC GLOBAL SOLUTIONS

Exploring Affordability

Participants will develop a deeper understanding of the purpose and importance of affordability conversations while building the confidence, communication skills, and practical techniques needed to manage these interactions professionally and empathetically. The training also focuses on reducing customer resistance and overcoming common challenges faced during affordability discussions, helping teams deliver safer and more constructive outcomes.

Learning Objectives

- Explore affordability and its importance within player protection
- Identify affordability red-flags and vulnerabilities
- Understand the impact that stigma has on customer interactions
- Enhance how we discuss affordability and encourage autonomy
- Navigate affordability interactions through complex scenarios

Target Audience

- Customer service
- AML / CDD
- Fraud and risk teams
- Account managers
- RG / SG teams
- RG governance teams
- PRT teams

Duration

- 4 Hours (half day)

Delivery Method

- Online and Face-to-Face



"Engaging with EPIC provides thought-provoking experiences that are essential for the personal and professional growth of our employees. Listening to firsthand stories from individuals affected by addiction offers crucial insights into their, and our challenges. These narratives, though at times difficult to digest, remind us of the real-world issues at play."

FDJ UNITED

EPIC© GLOBAL SOLUTIONS

Understanding the Mindset of Your Customer

Understanding the Mindset of your Customer is designed to delve into the mindset of someone who may be experiencing gambling-related harm. Using lived experience, we explore different characteristics of an 'at-risk' customer, what positive play looks like, as well as exploring the mindset behind customer complaints.

This workshop is designed provide first-hand insight into the mindset of a customer experiencing harm and to empower staff to further explore customer mindsets and motivations.

Learning Objectives

- Discuss the psychological spectrum
- Positive play & mindset
- The returning gambler - always a problem?
- Complaints - common theme?
- Interactions - What do WE hear?

Target Audience

Customer service

AML / CDD

RG / SG Teams

RG Governance teams

PRT teams

Duration

- 4 Hours (half day)

Delivery Method

- Online and Face-to-Face

Client Impact



"EPIC's approach transformed our responsible gambling education from abstract policy into a human-centered experience that truly connects with our teams."

BetMGM

EPIC GLOBAL SOLUTIONS

Leveraging the Power of Data

This course was designed for colleagues working within the gambling industry to explore the benefits and challenges faced when analysing customer data.

This course has a central focus on enhancing the ways in which businesses can use customer data more effectively within customer interactions to prevent and mitigate gambling-related harm.

Learning Objectives

- Identify the benefits and challenges of data collection
- Explore the role of data within the customer journey
- Build accountability through the power of communication
- Recognise behavioural trends through data

Target Audience

- AML / CDD
- Customer service
- VIP / HVC / KAM
- Compliance teams
- RG / SG teams
- Supervisors/Managers

Duration

- 4 Hours (half day)

Delivery Method

- Online and Face-to-Face

Client Impact





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Unpacking Customer Risk

This session aims to unpack your understanding of customer risk by more deeply exploring what feeds risk-seeking behaviour, where you will hear first-hand from lived experience on what risky gambling behaviour can look and feel like. This course also aims to explore how using data and communication techniques effectively can help in mitigating customer risk, leaving you with tangible strategies to navigate challenging interactions.

Learning Objectives

- Exploring risk
- Identifying vulnerabilities that influence risk
- Understanding the role data plays in assessing risk
- Learning the importance of mitigating risk

Target Audience

- Customer service
- VIP / HVC / KAM
- Compliance teams
- RG / SG teams
- Supervisors/Managers

Duration

- 4 Hours

Delivery Method

- Online and Face-to-Face



"EPIC's sessions were impactful and resonated deeply with our people. The presenters' openness in sharing their lived experiences created authentic engagement and interaction with our people and delivered insights that standard training approaches cannot easily achieve."

Chryssa Amanatidou, Group Director of Corporate Affairs, Intralot

Quality Assurance

Introducing EPIC QA: Enhancing Customer Interactions Through Insightful Review

At EPIC, we believe that every customer interaction is an opportunity to build trust, deliver value, and create lasting impact. Our EPIC QA service is designed to help organisations understand the effectiveness of their customer conversations, not from a process perspective, but through the lens of engagement, empathy, and impact.

How it works

The journey begins with a 60-minute discovery call involving key stakeholders from your organisation. During this session, you'll be introduced to your dedicated Lived Experience Consultant, who will lead the review process. This is an opportunity to:

- Understand the EPIC QA methodology
- Decide how many calls per month you would like to be reviewed (minimum of 5)
- Ask questions and tailor the approach to your needs
- Discuss how EPIC will access your customer interactions (phone, email, live chat)
- Agree on how interactions will be selected and shared
- Set monthly submission dates for redacted customer interactions
- Preview the format and structure of the feedback report

What you will receive

Each month, your selected calls are reviewed by our Lived Experience Consultant, who listens with a focus on customer connection, tone, empathy, and effectiveness. You'll receive a detailed report highlighting strengths, areas for improvement, and actionable insights, all designed to help your teams deliver more meaningful and impactful customer experiences.

EPIC GLOBAL SOLUTIONS

Customer Journey Review

EPIC Journey: Reviewing the Customer Experience from First Click to Connection

Understanding how customers experience your brand from the moment they register is essential to building trust, ensuring safety, and delivering a seamless journey. EPIC Journey is a comprehensive review service that helps organisations evaluate and improve the key touchpoints of their customer onboarding and engagement process.

How it works

The process begins with a 60-minute discovery call with your key stakeholders. During this session, you'll meet your dedicated Consultant, who will guide the review and tailor it to your specific needs. Together, we'll explore:

- Which areas of the customer journey you'd like us to focus on
- How registration is structured, including default tools, limits, and document requests
- What thresholds or triggers customers encounter post-registration
- The nature, timing, and frequency of automated messages or pop-ups

Following the discovery phase, we'll develop a bespoke review plan, outlining:

- What materials we'll need access to (e.g., registration flows, documents, message templates)
- Who we may need to speak to (e.g., team leaders or department heads)
- A mutually agreed deadline for the final report

What you will receive

Your consultant will spend five full days conducting the review, followed by one day of report writing, delivering a clear, actionable document that highlights strengths, risks, and opportunities for improvement across your customer journey.

"EPIC has been an incredible partner in advancing responsible gaming education and raising awareness of problem gambling support resources. Their expertise in creating trainings and educational resources has strengthened our ability to reach and support our customers, partners, and the industry as a whole."

Cameron Zuckert, Senior Manager, Responsible Gaming, FanDuel

EPIC GLOBAL SOLUTIONS

Internal Safer Gambling Process Review

EPIC Safeguard: Reviewing Safer Gambling Processes with Precision and Purpose

At EPIC, we understand that effective safer gambling practices are essential to protecting customers and maintaining trust. Our service offers a comprehensive review of your internal safer gambling processes, helping you identify strengths, gaps, and opportunities for improvement.

How it works

The process begins with a 60-minute discovery call with key stakeholders. During this session, we:

- Clarify your organisation's specific needs
- Document the exact processes you'd like us to review
- Introduce your dedicated Consultant
- Discuss timelines, expectations, and delivery dates

Typical areas of focus include:

- Harm identification – How customer risk is detected and flagged
- Decision-making frameworks – How outcomes or actions are determined
- Customer account management – The steps taken once harm is identified

We also welcome additional areas for review, such as:

- Escalation protocols and thresholds
- Staff training and support mechanisms
- Use of data and technology in risk detection
- Communication strategies with at-risk customers
- Post-intervention monitoring and follow-up

Next steps

Following the discovery call, we will:

- Request relevant documentation (e.g., process flows, policy guides)
- Identify key contacts for follow-up questions
- Confirm the agreed delivery date for the final report

What you will receive

Your consultant will spend three full days conducting the review, followed by one day of report writing, delivering a clear, actionable document that highlights strengths, risks, and opportunities for improvement.

EPIC GLOBAL SOLUTIONS

Threshold and Triggers Review

Reviewing Triggers & Thresholds for Safer Gambling Effectiveness

Understanding when and how to intervene is critical in protecting customers from gambling-related harm. EPIC's Signal Review Consultation provides expert insight into the internal triggers and thresholds your organisation uses to identify markers of harm, helping you assess their effectiveness through the lens of lived experience.

How it works

We begin with a 60-minute discovery call with key stakeholders. During this session, we:

- Clarify the scope of the consultation
- Document the specific triggers and thresholds to be reviewed
- Introduce your dedicated Lived Experience Consultant
- Discuss timelines, expectations, and delivery dates

What we review

Our consultant will assess:

- The logic and structure of your current harm detection triggers
- Thresholds used to escalate customer accounts
- The effectiveness of these mechanisms in identifying at-risk individuals

From a lived experience perspective, we evaluate whether these systems are likely to catch early signs of harm and provide recommendations for:

- Enhancing existing triggers
- Adjusting thresholds for better sensitivity
- Introducing new markers based on behavioural insight

Next steps

Following the discovery call, we will:

- Request relevant documentation (e.g., trigger logic, escalation flows)
- Identify key contacts for clarification or follow-up
- Confirm the agreed delivery date for the final report

What you will receive

Your consultant will spend one full day conducting the review, followed by one day of report writing, delivering a clear, actionable document that highlights strengths, risks, and opportunities for improvement.

EPIC GLOBAL SOLUTIONS

Calibration Consultations

Calibration Consultations for Safer Gambling Decision-Making

In complex customer scenarios, alignment across teams is essential to ensure consistent, fair, and harm-aware decision-making. EPIC's Align Consultation is a workshop-style service designed to bring departments together, foster collaboration, and build shared understanding around safer gambling decisions.

How it works

We begin with a 60-minute discovery call with key stakeholders to:

- Understand the challenges or misalignments your teams are facing
- Document the types of decisions causing friction
- Introduce your dedicated Lived Experience Consultant
- Outline the consultation process and agree on delivery timelines

The consultation

Operators are asked to bring 5–10 real customer account examples where decision-making has been inconsistent or unclear. These might include questions like:

- Should this account be closed?
- Should it remain open with deposit limits or other restrictions?
- Should it remain open without restrictions?

Each example should include relevant context, such as:

- Past interactions or closures
- Complaints history
- Net loss position
- Any other pertinent customer data

Our consultant will guide the session using lived experience and industry insight to:

- Facilitate discussion and debate
- Highlight potential risks and harm indicators
- Encourage alignment across teams
- Build shared understanding and decision-making confidence

EPIC© GLOBAL SOLUTIONS

Direct Marketing Consultation

Direct Marketing Consultation for Safer Gambling Messaging

Marketing campaigns are powerful tools, but without the right safeguards, they can unintentionally contribute to customer harm. EPIC's Consultation is designed to support marketing teams in creating campaigns that are both effective and responsible.

How it works

We begin with a 60-minute discovery call with your marketing team to:

- Understand your campaign goals and challenges
- Identify which campaigns (past, current, or planned) you'd like us to review
- Introduce your dedicated Lived Experience Consultant
- Outline the consultation process and agree on delivery timelines

What we review

Our consultant will assess the selected campaigns — whether focused on reactivation, conversion, acquisition, or retention — and provide feedback on:

- Safer gambling messaging and tone
- Potential risks or unintended consequences
- Opportunities to strengthen responsible messaging
- Suggestions for alternative approaches or safeguards

This consultation is designed to help your team strike the right balance between commercial success and customer protection.

What you will receive

Your consultant will spend half a day conducting the review, followed by half a day writing a report, delivering a clear, actionable document that highlights strengths, risks, and opportunities for improvement.

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Non-Direct Marketing

Reviewing Non-Direct Marketing Through a Safer Gambling Lens

Marketing campaigns that reach wide audiences, such as social media, sponsorships, and brand partnerships, carry significant influence. EPIC's Review Consultation helps operators ensure that these non-direct marketing efforts are aligned with safer gambling principles and do not inadvertently target or expose at-risk individuals.

How it works

We begin with a 60-minute discovery call with key stakeholders to:

- Understand the campaign's objectives and audience
- Identify any concerns or regulatory considerations
- Introduce your dedicated Lived Experience Consultant
- Outline the review process and agree on delivery timelines

The consultation

Operators select one piece of non-direct marketing content for review — this could include:

- Social media campaigns
- Sponsorship activations
- Influencer partnerships
- Brand-led awareness initiatives
- Event or community engagement promotions

Each review includes:

- A half-day analysis of the selected campaign
- A half-day report writing phase with feedback and recommendations

Our consultant evaluates the content from a lived experience perspective, focusing on:

- Potential exposure to vulnerable audiences
- Tone, messaging, and implied behaviours
- Alignment with safer gambling values
- Suggestions for improvement or risk mitigation

What you will receive

Your consultant will spend half a day conducting the review, followed by half a day writing a report, delivering a clear, actionable document that highlights strengths, risks, and opportunities for improvement.

EPIC GLOBAL SOLUTIONS

Product and Tech Design

EPIC Innovate: Product & Tech Design Support for Safer Gambling

As gambling products and technologies evolve, so must the safeguards that protect customers. EPIC's Innovate Consultation provides expert insight into the design and development of new games, features, platforms, and tools — helping operators embed safer gambling principles from the ground up.

How it works

We begin with a 60-minute discovery call with key stakeholders to:

- Understand the product or technology being developed
- Identify the safer gambling goals and challenges
- Introduce your dedicated Lived Experience Consultant
- Outline the consultation process and agree on delivery timelines

What we review

Our consultants can support you with:

- Reviewing new slot games or game features
- Evaluating platform capabilities and customer-facing tools
- Assessing risk detection and intervention mechanisms
- Advising on the creation of new safer gambling tools
- Providing lived experience insight into user journeys and potential harm points

What you will receive

- Expert feedback on each product or feature reviewed
- Lived experience insight into potential risks and improvements
- Practical recommendations for enhancing safer gambling design
- A detailed report summarising findings and suggestions

96%

Reported good/excellent awareness after EPIC sessions

EPIC GLOBAL SOLUTIONS

On-site Messaging and Pop-up Review

Reviewing Onsite Messaging & Pop-Ups for Safer Gambling Impact

On-site messages and pop-ups are critical touchpoints in a customer's journey; they can inform, intervene, and influence behaviour. EPIC's Consultation helps operators assess the effectiveness of these communications in promoting safer gambling and reducing harm.

How it works

We begin with a 60-minute discovery call with key stakeholders to:

- Understand the scope and objectives of your messaging strategy
- Identify which messages or pop-ups you'd like reviewed
- Introduce your dedicated Lived Experience Consultant
- Outline the consultation process and agree on delivery timelines

What we review

Following the discovery call, we may request:

- Copies or screenshots of onsite messages and pop-ups
- Examples of when and how they are triggered
- A dedicated point of contact for follow-up questions

Our consultant will assess:

- Clarity, tone, and timing of messages
- Relevance to customer behaviour and risk level
- Potential impact on customer decision-making
- Suggestions for improving messaging effectiveness

What you will receive

- Expert feedback on each message or pop-up is reviewed
- Lived experience insight into how messaging may be perceived
- Recommendations for improving clarity, timing, and impact
- A detailed report summarising findings and suggestions

EPIC GLOBAL SOLUTIONS

Digital Safer Gambling Learning Ecosystem

A digital learning ecosystem that integrates multiple modules, and learning pathways into a unified prevention framework.

Who it's for

Multi-market operators, large workforces, regulated environments requiring audit-ready reporting.

The problem it solves

- Fragmented training across regions
- Lack of visibility on learning outcomes
- Difficulty evidencing compliance at scale
- Generic eLearning that fails to change behaviour

Client impact

Consistent global training standards

Clear audit trail and reporting

Reduced delivery complexity

EPIC's solution

EPIC designs digital learning pathways that standardise safer gambling capability across roles and regions, while maintaining the emotional impact of lived experience.

Why EPIC is different

- Built specifically for safer gambling and harm prevention
- Integrates seamlessly with consultancy and face-to-face delivery
- Designed for regulators as well as learners

Commercial model

- Multi-module licence
- Optional reporting dashboards
- Can be deployed standalone or blended

Best used when

You need enterprise-wide consistency and regulator confidence.



EPIC GLOBAL SOLUTIONS

Digital eLearning Modules

Scenario-based digital learning modules designed to deliver measurable behaviour change and safer gambling capability at scale.

Who it's for

Gambling operators, compliance and RG teams, HR/L&D leads, and organisations requiring consistent training across sites or markets.

The problem it solves

- Inconsistent training quality across teams
- High cost and limited reach of face-to-face delivery
- Generic eLearning that fails to change behaviour

EPIC's solution

EPIC's modules combine lived experience, behavioural science, and real-world decision scenarios to build practical judgement — not just awareness. Learning is non-linear, assessed, and cannot be clicked through.

Why EPIC is different

- Lived experience storytellers embedded into digital design
- Decision-based scenarios that mirror real customer interactions
- CPD accredited, UK LCCP compliant
- LMS-agnostic and multi-lingual



Client impact

- Higher completion and retention rates
- Improved risk recognition and escalation accuracy
- Lower cost per learner
- Auditable compliance records

Commercial model

- Licence-based (12 - 36 months)
- Hosted on client LMS or EPIC platform
- Unlimited users per licence (when hosted on your own LMS)
- Modular or bundled pricing
- Additional languages available upon request (additional fees incurred)

Best used when

You need scalable, consistent training that satisfies compliance requirements without ongoing delivery cost.

EPIC GLOBAL SOLUTIONS

Interactions Masterclass

Through a lived experience lens, this eLearning course aims to improve your understanding of gambling behaviours and gambling harm to further enhance how you interact with your customers.

You will learn first-hand from those who are in recovery, who will share their experiences of how their gambling addiction manifested and developed, giving you insight into the importance of safer gambling and the prevention of gambling harm.

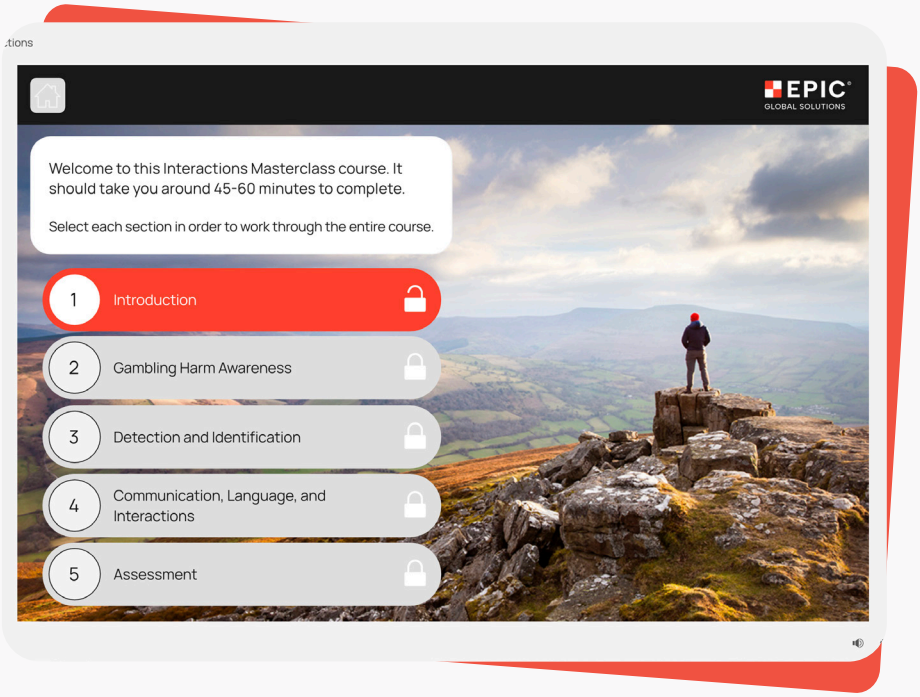
This course will provide practical techniques to help you further develop your communication skills to not only enhance your overall customer service skills, but to feel further prepared when handling challenging interactions.

Learning Objectives:

- Deepen your understanding of gambling behaviours and gambling harm
- Enhance your confidence in detecting and identifying gambling harm
- Improve ways in which you effectively engage with customers to both prevent and minimise gambling harm

Duration:

- 45-60 minutes



EPIC GLOBAL SOLUTIONS

Gambling Awareness

Through a lived experience lens, this eLearning course aims to improve your overall understanding of gambling behaviours and gambling harm.

You will learn first-hand from experts by experience who are now in recovery from an addiction to gambling, exploring how this impacted their life, and the life of those who surrounded them.

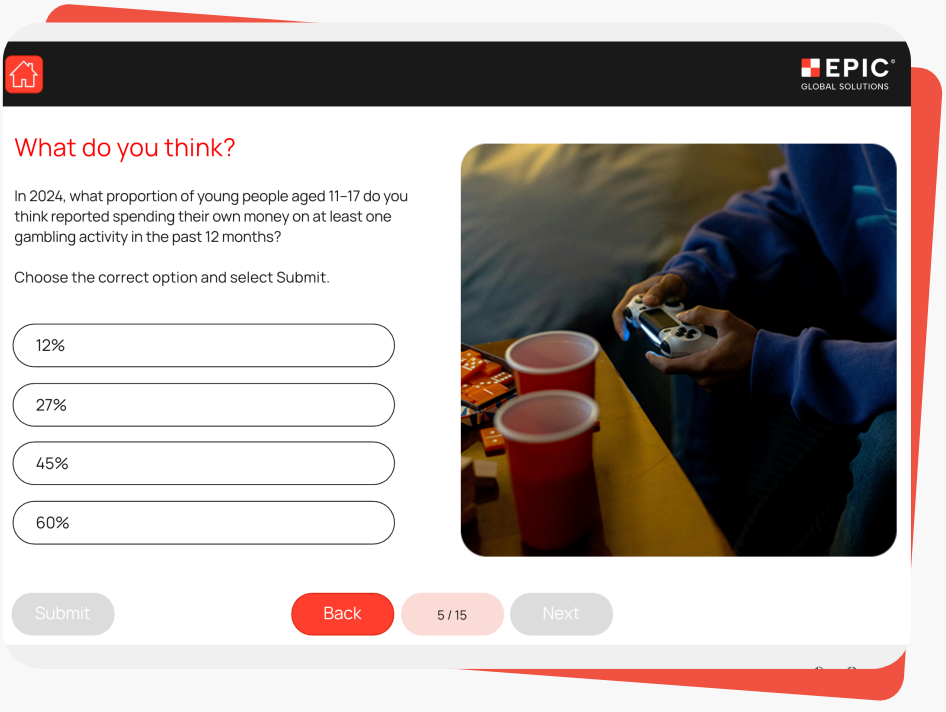
This course will also dive deeper into the role that regulation plays in protecting customers and how your investment in safer gambling protects not only the consumer but also the business.

Learning Objectives:

- Deepen your understanding of gambling behaviours and gambling harm
- Enhance your confidence in identifying vulnerabilities and signs of gambling harm
- Increase your understanding of the importance of your regulatory responsibilities to reinforce customer safety

Duration:

- 30-45 minutes



EPIC GLOBAL SOLUTIONS

Suicide Awareness & Resilience

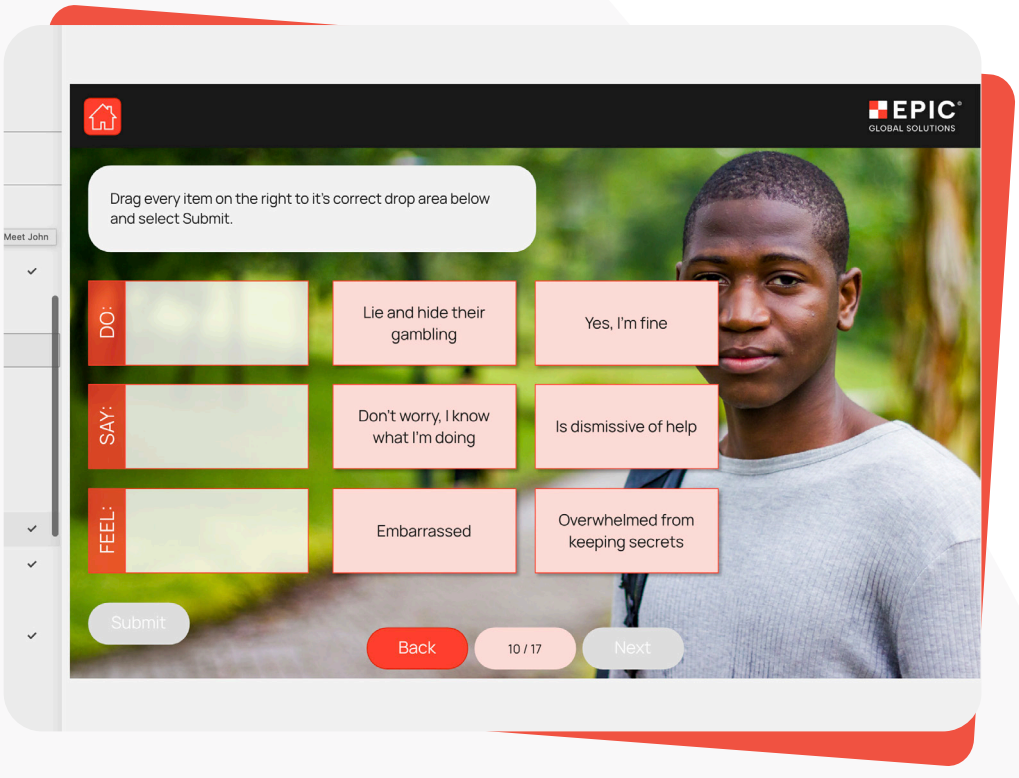
This eLearning course is designed to support customer-facing colleagues working in the gambling industry. The course focuses on understanding and supporting customers who indicate they may be considering suicide. It is not designed to prevent suicide, but rather to provide the knowledge and skills to better support customers and to provide a resiliency toolkit for colleagues.

Learning Objectives:

- Deepen your understanding of suicide and suicidal ideation
- Examine your approach to responding to a suicidal crisis
- Apply effective questioning techniques to navigate a conversation in which someone is expressing suicidal ideation
- Recognise the impact to your own wellbeing and learn ways to increase resiliency

Duration:

- 30-45 minutes



EPIC GLOBAL SOLUTIONS

Interactive Video-Based Learning

Bringing difficult conversations to life through immersive, scenario-led learning experiences.

Who it's for

- Land-based gambling operators
- Online gambling operators
- Sports clubs and organisations
- Financial services and corporate businesses

The challenge

Traditional learning methods often struggle to fully prepare teams for sensitive, high-pressure conversations in real-world environments. Organisations need engaging, practical training that builds confidence, improves decision-making, and creates long-lasting behavioural change.

Why it works

- More engaging than traditional eLearning
- Encourages active participation and critical thinking
- Creates memorable learning experiences with longer-lasting impact
- Provides safe environments to practise real-world conversations
- Helps teams build confidence through experiential learning

EPIC's solution

EPIC's interactive video learning blends lived experience with realistic workplace scenarios to create immersive, decision-led training. Inspired by "choose your own adventure," learners navigate situations, make real-time decisions, and see the outcomes.

Our modules reflect the complexity of real customer interactions, offering safe environments where teams can practise difficult conversations, explore outcomes, and build confidence.

Why EPIC is different

- Lived experience embedded throughout the scripting and design
- Scenarios based on genuine customer and workplace interactions
- LMS-agnostic and available in multiple languages
- Fully bespoke and tailored to your organisation
- High-end cinematic production quality



EPIC© GLOBAL SOLUTIONS

Co-Branded Digital Programmes

Custom-branded digital learning programmes aligned to partner goals, audiences, and regulatory expectations.

Who it's for

Sports leagues, operators, regulators, NGOs, corporate partners.

The problem it solves

- One-size-fits-all education that doesn't resonate
- ESG and sponsorship programmes lacking substance

EPIC's solution

EPIC co-develops branded digital journeys that combine your priorities with EPIC's prevention expertise and behavioural design.

Why EPIC is different

- Credible lived experience at the core
- Proven engagement at scale (e.g. Know Your Play)
- Trusted by regulators and governing bodies



Client impact

High engagement and participation

Stronger ESG and reputational outcomes

Commercial model

- Custom build with licence terms
- Scalable across audiences

Best used when

You need scalable prevention aligned to brand, ESG, or partnership objectives.

EPIC© GLOBAL SOLUTIONS

Digital Learning Platforms

Large-scale digital prevention hubs delivering continuous education to high-risk groups.

Who it's for

Universities, sport bodies, regulators, funded prevention programmes.

The problem it solves

- Inability to reach large populations consistently
- Lack of ongoing prevention beyond one-off sessions

EPIC's solution

Custom platforms combining video, self-assessment, interactive journeys, and lived experience storytelling.

Why EPIC is different

- Evidence-led design
- Proven scale and engagement
- Policy and public health credibility



Client impact

Tens of thousands engaged

Measurable increases in confidence and awareness

Best used when

You need population-level reach with measurable outcomes.

EPIC GLOBAL SOLUTIONS

Next Steps

For further information or context, please contact us via the details listed below.





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EPIC GLOBAL SOLUTIONS

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