

## ORGANISERS



Bookiebashing is an award winning, independently proofed service for value bettors and advantage seekers. They have a huge amount of content from trackers that deliver value bets on hundreds of horses a day, to tools that price up markets from player assists to most 180s using in-house models.



SCAN FOR INFO



Established in 2006, The Smart Betting Club (or SBC) is a service for those who want to make profit using tipsters and betting advisory services. Over 19 years, they have built up a stellar reputation for their forensic tipster reviews alongside offering a suite of other resources, guides and 'betting intelligence' to help every day bettors.



SCAN FOR INFO

**MATCHBOOK**  
BETTING EXCHANGE

At Matchbook, we offer an additional Brokerage service to quote for large or bespoke trades that may not be immediately possible on our Exchange markets. We have a number of industry-leading counterparties that can quote prices on a large array of sports or events, with our brokers available 7 days a week.



SCAN FOR INFO

## SPONSORS

# WinnerOdds

Making money in sports betting is not about picking winners. The secret lies in estimating the real probabilities of a match better than the bookies and other bettors. WinnerOdds masters this on a large scale.

MIGUEL FIGUERES  
WinnerOdds CEO



## BETDEX

BetDEX is building the future of betting on Web3, offering fast, fair, and decentralised wagering across global markets. By building on the Solana blockchain, BetDEX can deliver high speeds and low transaction costs while eliminating counterparty risk. In addition, BetDEX is a permissionless protocol allowing anyone to build their own applications on top.



# SMART-BASH 2025

03 & 04 JULY • STAMFORD BRIDGE, LONDON

### ORGANISED BY



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WinnerOdds



# THURSDAY 3RD JULY

## AGENDA / ITINERARY

## SPEAKERS



12:30

**Masterclass - The basics/  
probability in Sports Betting**

**PRESENTER: CHRIS FAWCETT.  
PANELLIST: THOMAS BROWNLEE**

Understanding probability is fundamental in sports betting—it's what allows bettors to assess value and make informed decisions. From fractional odds to implied probabilities, mastering the basics helps turn gut instinct into strategic wagering.



13.20

**Odds on the Run  
The Art & Science of pricing  
up a Horse Race**

**PRESENTER: MICHAEL CANNON**

In this practical workshop, experienced bookmaker Michael Cannon will walk you through how to price up a horse race from scratch. Ideal for those looking to sharpen their understanding of markets, value, and how odds are truly built.



14:00

**Refreshment Break**



14.30

**From Clueless to Coder in 24 Hours  
with ChatGPT as your Guide**

**PRESENTER: MIGUEL FIGUERES**

See how Miguel Figueres of Winner Odds built a working betting algorithm from scratch and how you can too with zero coding skills, simply by harnessing the power of AI.



15.20

**Interactive Masterclass:  
How to Optimise your Sports  
Betting**

**PRESENTER: DAN ABRAMS**

Join Dan Abrams for an interactive masterclass on how to optimise your sports betting strategy. Attendees will take part in a live betting game via mobile, competing to make the most profit by session's end—with a prize up for grabs for the winner. Dan will then break down the optimal approach with a clear, practical presentation, revealing how the best decisions are made and why.



16.20

**Resurgence of the Exchange  
Betting Market - a Crypto Perspective**

**PRESENTERS: SCOTT GREENBERG  
& ED SCHERFEY**

The rise of crypto is breathing new life into exchange betting markets, enabling peer-to-peer wagering with greater transparency and lower fees. This fusion of blockchain and betting challenges traditional bookmakers by shifting power back to the bettors. This session will showcase the new frontier of opportunities between crypto and sports betting exchanges.



17.00

**Ask Trench - Trench & Guests/Q&A**

**PRESENTER: MATTHEW TRENHAILE**

Often dubbed the "CEO of Betting," Matthew Trenhaile takes the spotlight in this special Ask Me Anything session. Expect sharp insights, straight answers, and a few surprise guests as Trench fields your questions live on all things betting, markets, and beyond.



17.30

**Networking at Frankie's Sports  
Bar & Grill**



# FRIDAY 4TH JULY

## AGENDA / ITINERARY

## SPEAKERS



9:30 Arrival - Coffee, Tea & Pastries



10:30 **Betting 2.0:  
Inside the Digital Bookie's  
Playbook**

**PRESENTER: SIMON NOTT.  
PANELLISTS: STEPHEN DARBYSHIRE,  
MICHAEL CANNON, JAMES KING.**

This expert panel lifts the lid on how modern bookmaking really works, from pricing and risk management to customer profiling and trading strategy. Hosted by Simon Nott and featuring Stephen Darbyshire, Michael Cannon, and James King, it covers the full spectrum of the betting world—from the modern online trader to the on-course bookie and the punter who shops around.



11:15 **High Stakes & Head Games:  
The Art of Betting Psychology**

**PRESENTER: THOMAS BROWNLEE.  
PANELLISTS: TOM DRY, JACK ADOCK.**

This panel dives into the psychology of betting, examining how mindset impacts both winning and losing streaks. It will share practical strategies used by professionals to manage emotions, stay disciplined, and make better long-term decisions.



12:00 **Betting on Politics:  
Inside a Growing Market**

**PRESENTER: ADRIAN SMITH.  
PANELLISTS: SIR PHILIP DAVIES, PAUL  
KRISNAMURTY, WILL KEDJANYI.**

This panel explores the rise of political betting, a rapidly growing market now home to some of the biggest betting volumes. It will uncover where the smartest money is going, how to spot value, and why politics offers unique opportunities—and risks—for bettors.



12:50 Lunch



13:30 **Betting's Big Questions:  
Regulation, Disputes, Black  
Markets, and Bettor Rights**

**PRESENTER: TANYA STEVENSON.  
PANELLISTS: NICK RUST, RICHARD HAYLER  
(IBAS), BRAD ENRIGHT (GAMBLING COMMISSION)**

This panel explores the rising volume of betting disputes, from slow payouts and voided bets to restrictive terms and conditions, and what's driving growing customer frustration. Assessing how regulation is impacting the average bettor, what support and protection they can realistically expect, and how the current dispute resolution system is working.



14:15 **Market Makers to Data Scrapers:  
The New Dynamics of Betting**

**PRESENTER: VARUN SUDKHAR.  
FT: MARK HILL (AMELCO).**

As traditional betting models evolve, the role of market makers is being influenced by data-driven strategies, where scrapers and algorithms dictate the odds. This shift signals a broader transformation in the industry—from intuition and risk-taking to analytics and automation.



14:50 Coffee & Networking Break



15:40 **AK Bets Live Podcast  
Recording**

**PRESENTER: MATHEW TRENHAILE.  
PANELLISTS: ANTHONY KAMINSKAS, HARRY  
STEWART-MOORE, TONY CALVIN.**

Join us for a live recording of the hugely popular AK Bets Podcast, hosted by Matthew Trenhaile and featuring Anthony Kaminskas, Harry Stewart-Moore, and Tony Calvin. Expect sharp insights, lively debate, special topics, and the chance to get your questions answered live in what promises to be one of the standout sessions of Smart Bash 2025.



16.30 **Betting Camouflage: How Sharp  
Bettors get on at Scale**

**PRESENTER: JOSE.  
PANELLISTS: DAVID HIPKIN, LUKE PATON,  
VARUN SUDHAKAR.**

This panel will explore the legal strategies used by professional bettors and syndicates to get large sums down without attracting unwanted attention. From account structure and timing to market choice and bet type, discover what it really takes to bet at scale and stay under the radar.



17.00 **Networking @ Kona Kai  
Cocktail Bar**

