

Rising Stars Hall of Fame 2024

Jade Sienna Ricciardi – Supporting Evidence

Examples of Previous Events and Projects:

ICE LONDON SHOWS-

Over the past three years, I have spearheaded the planning, coordination, and execution of Pronet Gaming's participation in the prestigious ICE London Exhibition. ICE London is recognized as the premier event in the global gaming industry, drawing professionals, innovators, and regulators from around the world. With over 600 exhibitors from more than 60 countries, it is a vital platform for exploring new markets, establishing international partnerships, and showcasing the latest advancements in the gaming sector.

My role encompassed managing every aspect of our presence at ICE London, from the initial design concept of our booth to the meticulous selection and onboarding of support staff. Whether handling large-scale logistical challenges or attending to the finer details, I have ensured that no task is too big or too small. One of the most complex aspects of this role has been aligning the various internal teams—design, marketing, product development, and sales—to create a unified vision that best represents our business objectives. This alignment is critical, as it allows us to present a cohesive and compelling message to our audience.

For Pronet Gaming, participating in ICE London is not merely about marking our presence in the industry. It is about making a bold statement regarding who we are, why we are here, and what sets us apart from our competitors and industry leaders. In 2024, for instance, we unveiled our cutting-edge betting exchange product, BetX Pro, which stands as a testament to our team's dedication and technological prowess. Our booth, featuring a towering LED screen that displayed a dynamic showreel of our products and partnerships, became a central attraction on the exhibition floor.

To elevate the visitor experience, we introduced flair bartenders who served Asian-themed cocktails, adding an element of entertainment and hospitality. Our support staff played a crucial role in leaving a lasting impression by distributing high-quality branded merchandise, including popular octopus cables and tote bags, further reinforcing our commitment to excellence.

One of the highlights of the event was an exclusive VIP visit from Alejandro Tengco, Chairman and CEO of PAGCOR, which underscored the strategic importance of our participation. This event's significance was magnified by the fact that ICE London 2024 ended its run before relocating to Barcelona in 2025. Reflecting on this milestone, we take immense pride in our contributions and the standout presence we achieved in this final appearance.

Through these efforts, I have consistently driven success for Pronet Gaming at ICE London, ensuring that our participation not only meets but exceeds our strategic goals, making each year's presence more impactful than the last.

ASEAN GAMING SUMMIT -

The ASEAN Gaming Summit, a prestigious conference hosted by Asian Gaming Brief (AGB) in Manila, Philippines, marked a significant milestone for both Pronet Gaming and my professional journey. This event was not only our inaugural foray into the Asian market but also our first time sponsoring and exhibiting in the region. It was a pivotal moment in my career, one that truly tested my abilities as an Event Coordinator.

Having established a strong foundation and supplier relationships within Europe, I was in my comfort zone managing events across that region. However, expanding into the Asian market required me to start from scratch, navigating a new and unfamiliar landscape. The challenges were manifold—overcoming language barriers, managing the significant time differences, and building trustworthy relationships in an entirely new context. The task was daunting, as I had to quickly discern which local suppliers and partners could be relied upon, all while ensuring that our brand's standards of excellence were upheld.

Despite these initial hurdles, after months of meticulous planning and coordination, the event proved to be a resounding success. The company's strategic pivot towards the Asian market necessitated a deep dive into our new competitors and a thorough understanding of the region's business practices and cultural nuances. I immersed myself in learning about the transitions and customs of the area, ensuring that our presence at the ASEAN Gaming Summit was not only relevant but also impactful.

The ASEAN Gaming Summit exceeded our expectations, providing us with invaluable industry insights and the opportunity to connect with key leaders in the gaming sector. Our participation allowed us to contribute meaningfully to the discussions shaping the future of gaming in the region, while also reinforcing Pronet Gaming's commitment to expanding its influence and presence in the Asian market.

This experience not only broadened our company's horizons but also underscored my adaptability and determination as an Event Coordinator, demonstrating my ability to successfully navigate and thrive in new and challenging environments.

SIGMA ASIA SHOWS-

SIGMA Asia was a pivotal and highly significant event for Pronet Gaming, reflecting our strategic focus on the Asian market. As the largest event we have undertaken in the region to date, SIGMA Asia represented a major milestone in our expansion efforts. Making a bold debut at Asia's premier iGaming show, we left a lasting impression with our 9 x 14-metre booth, which quickly became a central attraction at the event.

Our booth was designed to be visually striking and highly interactive, embodying our commitment to innovation and user engagement. It featured four demo pods where visitors could experience our cutting-edge solutions in real time, allowing us to demonstrate the practical benefits and technological superiority of our offerings. To enhance the visitor experience, we introduced a Magic Mirror photo booth, which provided unlimited printouts as keepsakes, adding a fun and memorable dimension to our brand presence.

One of the standout features of our booth was the Spin to Win wheel, which drew large crowds eager to win premium prizes such as iPhones and Apple Watches. This initiative not only created excitement but also positioned our stand as a major highlight of the exhibition, attracting significant foot traffic and attention from key industry players.

As part of the SiGMA Group, SiGMA Asia is a cornerstone event for the iGaming sector, renowned for its networking opportunities, knowledge exchange, and platform for showcasing the latest innovations. Our successful debut at this prestigious event underscores Pronet Gaming's dedication to expanding its footprint in this dynamic and fast-growing market.

As the Event Coordinator, I was tasked with overseeing a range of creative ideas and mini-projects that came together to make our stand as impressive as it was. My primary focus was ensuring that our team was thoroughly prepared. This was the first time we had 15 team members on-site in Asia, all of whom were client-facing. To ensure success, I conducted extensive research into the cultural norms and values of both the host city and the broader region, ensuring that our interactions were respectful, engaging, and culturally informed.

Managing such a large team in an unfamiliar market required careful planning, clear communication, and a deep understanding of the local environment. This preparation allowed us to not only showcase our products effectively but also build meaningful connections with potential clients and partners.

Pronet Gaming's impactful presence at SiGMA Asia marks a key milestone in our journey, setting the stage for future successes as we continue to expand in the Asian market.

