

BETTING MANAGER SHOP OF THE YEAR 2012

RACING POST



THE PRIZE

A VIP TRIP TO THE
SINGAPORE CUP 2013



SINGAPORE

TURF CLUB

Please answer all the questions below in no more than 300 words and complete the details on the back cover and return to: Betting Shop Manager of The Year, Racing Post, One Canada Square, Canary Wharf, London E14 5AP.

Closing date: Thursday, May 31, 2012

PLEASE NOTE: All entrants must be available to travel to Doncaster on October 25/26th, 2012 to meet the judges. Previous regional champions and anyone having reached the final 24 more than twice are not be eligible to enter again.

BETTING SHOP MANAGER OF THE YEAR 2011

Andy Bennett



Question One

If you could change one thing about your job, what would it be and why?

Answer:

...for official use only

Question Two

2012 offers a summer extravaganza of sporting events with regulars such as Wimbledon as well as Euro 2012 and of course the Olympics, how will you best maximise the opportunities for your shop?

Answer:

Please do not write in this box...

Question Three

Imagine you are a new bookmaker looking to open a betting shop – what would be your top three considerations to ensure a successful business and why?

Answer:

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Question Four

As technology takes over and we become overwhelmed with mobile apps and online betting websites, how do you see the future of high street betting shops?

Answer:

Please do not write in this box...

Question Five

SIS and Bags are working hard at promoting greyhound racing betting through various initiatives. Have these helped, and has there been any punter reaction to the launch of Racing Post Greyhound TV? What would you suggest greyhound racing does to further raise its profile and impact on your business?

Answer:

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Your Details

Name

Company name

Betting shop address

.....

..... Postcode

Betting Shop phone number

Your phone number

Your email address

Date of birth

Career so far (in brief)

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Number of full time staff including yourself

Number of part time staff

Have you entered the competition before, if so what year/s and
what stage did you reach

Signed

Date

RACING POST

