



Running your Sportsbook

Market trends, illegal betting, data rights, integrity & responsible practices

EL/WLA Sports Betting Seminar

Seville, Spain | May 17-19, 2022

PROGRAMME

TUESDAY, MAY 17 – Arrival of the participants (transfers will not be organized)



Venue & Accommodation

Ilunion Alcora Sevilla

41920 San Juan de Aznalfarache, Seville | Spain

18:30 – 20:30 Welcome Cocktail & Finger Food Buffet
EL/WLA welcome desk – Plaza Area – ground floor

WEDNESDAY, MAY 18

Meeting room: CC Plenaria 1 – ground floor

09:00 – 09:50 *Opening Workshop for EL and WLA Regular Members*

10:00 – 10:15 **Opening Introduction & Welcome Addresses:**
Alvise ANGELINI, EL Senior Policy Advisor & Sport Secretary
Luca ESPOSITO POLEO, WLA Executive Director

10:15 – 11:00 **Global Sport Betting & Operator Analysis**
David HENWOOD, Director, H2 Gambling Capital, United Kingdom

11:00 – 11:30 **BREAK**   (Plaza Area – ground floor)

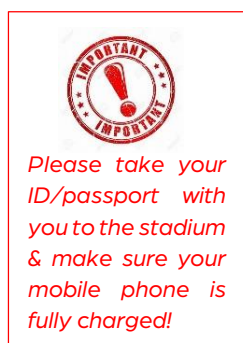
11:30 – 12:15 **The State of Illegal Betting**
Martin PURBRICK, Chairperson, ARF Council on Anti-Illegal Betting & Related Financial Crimes, United Kingdom

12:15 – 13:00 **FIFA Integrity: FIFA's Initiative against Match-fixing**
Ennio BOVOLENTA, Head of Integrity, FIFA, Switzerland

13:00 – 14:00 **LUNCH**  (Restaurant La Plaza – Ground floor)



- 14:00 – 15:00 **Good Practices for Running a Sportsbook, including Responsible Practices**
- Running a Competitive Sportsbook – How, with whom, at what Price?
Finding the best Business & Operating Model
Zoltán HORVÁTH, Sports Betting Director, Szerencsejáték Zrt., Hungary
- OSCAR – Austria’s Own Multi-Client System Using different Suppliers
Markus STEFAN, Head of Sports Betting Operation, Austrian Lotteries, Austria
- The Danske Spil Way – How we Develop & Safeguard our Position in a Competitive Market
Jens NIELSEN, Sports Betting Director, Danske Spil, Denmark
- 15:00 – 15:30 **GLMS on the Prevention against Illegal Betting & How to Deal with an Incident When it Happens**
Luca ESPOSITO POLEO, GLMS Secretary General
- 15:30 – 15:45 **BREAK**   (Plaza Area – ground floor)
- 15:45 – 16:30 **The Transformative Effect of Sports Data on the Betting Industry and what the Future Holds**
Jacob LOPEZ CURCIEL, Managing Director, Managed Platform Services, Sportradar, Switzerland
- 16:30 – 16:45 **Wrap-up & Conclusions**
Alvise ANGELINI, EL Senior Policy Advisor & Sport Secretary
Luca ESPOSITO POLEO, WLA Executive Director



- 17:00 Departure from the hotel by bus
17:45 Dinner at **Factoría Cruzcampo**
Avda. de Andalucía 1 – [website](#)
~10 minute walk to the stadium
21:00 **UEFA Europa League Final 2022**
EINTRACHT FRANKFURT vs **RANGERS FC**
Ramón Sánchez Pizjuán Stadium
C. Sevilla Fútbol Club – [website](#)
Return to the hotel by bus



THURSDAY, MAY 19

Meeting room: CC Plenaria 1 – ground floor

- 09:00 – 09:15 **Opening of day 2:**
Alvise ANGELINI, EL Senior Policy Advisor & Sport Secretary
Luca ESPOSITO POLEO, WLA Executive Director
- 09:15 – 09:30 **Tipster: Socializing the Betting Experience**
Francesco TARICONE, Betting Experience Innovation Manager, Sisal, Italy

- 09:30 – 10:00 **The Interest of « Pooling » Pool Games among several Countries**
Ola CARLSSON, Head of Pools, Svenska Spel, Sweden
Richard CHEUNG, Executive Director, International Business and Mainland Development, The Hong Kong Jockey Club, Hong Kong, China
- 10:00 – 10:30 **GLMS: Vision for the Future**
Ludovico CALVI, GLMS President
- 10:30 – 10:45 **How Lotteries Can Learn, Adapt, Innovate and Evolve by Staying Current on what Others Are Doing Outside of the Lottery World**
Will WHITEHEAD, Commercial Director, Pollard Banknote, Canada
- 10:45 – 11:15 **BREAK**   (Plaza Area – ground floor)
- 11:15 – 11:45 **How to Market and Advertise Sport Betting Products in a more Responsible Way**
Jean-Luc MONER-BANET, CEO, Loterie Romande, Switzerland
- 11:45 – 12:45 **Panel debate – Running your Sportsbook: Market Trends, Illegal Betting, Data Rights, Integrity and Responsible Practices**
Louis BEAUDET, Director, Sports & Entertainment Betting, Loto Québec, Canada
Khalid NAILI, Special Advisor, La Marocaine des Jeux et des Sports, Morocco
David SARGEANT, Sports Betting Consultant, Advisor, Investor, United Kingdom
Aleksandar Saša PAVIĆEVIĆ, Director of Gaming & Game channel Development Division, Hrvatska Lutrija, Croatia
- Moderator: **Christian KALB**, Founder, CK Consulting, France
- 12:45 – 13:00 **Wrap-up & Conclusions**
Alvise ANGELINI, EL Senior Policy Advisor & Sport Secretary
Luca ESPOSITO POLEO, WLA Executive Director
- 13:00 – 14:00 **DEPARTURE LUNCH + END OF THE SEMINAR** (Restaurant La Plaza – Ground floor)
- 14:00 – 15:00** **Closing Workshop for EL and WLA Regular Members**

May 11, 2022

Before checking out, all participants are kindly requested to pay their personal extras such as minibar, phone, as well as extra nights, etc.
Please leave any luggage with the hotel concierge until your departure.