

OCTOBER 5 – 7, 2022

UNLOCKING THE POTENTIAL OF INNOVATION

An EL event



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Hosted by



PRELIMINARY PROGRAMME

WEDNESDAY, OCTOBER 5 – Arrival of participants

Airport / hotel / venue transfers are NOT organised.

19:00 – 22.00

Light welcome dinner hosted by Sisal – Headquarters of Sisal – Rooftop

VENUE OF SEMINAR

IBM STUDIOS | Piazza Gae Aulenti, 20124 Milan (Auditorium – Ground floor)

The seminar will be held exclusively in English.

THURSDAY, OCTOBER 6

WELCOME

09.00 – 09.20

Welcome Addresses

Francesco DURANTE, CEO, Sisal Lottery Italia

Fabio CAIROLI/ Francesco PAROLA, IGT Lottery

Arjan VAN 'T VEER, EL Secretary General

AI DIGITAL TRANSFORMATION

09.20 – 10.00

*Introduction to Seminar: Digital Transformation: Orchestrating
Technology, Business & People*

Roberto SARACCO, Co-Chair, IEEE – FDC Digital Reality Initiative, Italy & **Moderator**

10.00 – 10.30

AI is Mature, Pervasive & yet Evolving Rapidly: Ethical Issues & Framework

Emanuela GIRARDI PRENGER, CEO & Founder, Pop AI, Italy

10.30 – 11.00

AI & Digital Transformation

Eleonora FAINA, General Director, Anitech-Assinform, Italy

11.00 – 11.30

COFFEE BREAK

11.30 – 12.00

Point/Counterpoint: How to Move from an Innovative Idea to a Business Innovation

Emanuela GIRARDI PRENGER & **Eleonora FAINA**

12.00 – 12.45

Distributed Lottery Panel

12.45 – 13.00

Wrapping up the Morning

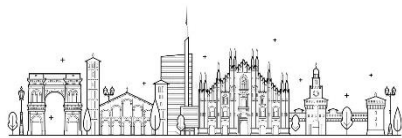
Roberto SARACCO, Moderator

13.00 – 14.30

LUNCH

NEW ENTERTAINMENT PARADIGMS

14.30 – 14.55	<i>Metaverse: What's That? More to the Point, Why Should I Care?</i> Lorenzo CAPPANNARI , CEO & Co-founder, AnotheReality, Italy Interview by Roberto SARACCO , moderator
14.55 – 15.20	<i>Living the Metaverse</i> Artur SYCHOV , Founder & CEO, SomniumSpace, Czech Republic & Antony VITILLO , XR Expert & Metaverse Blogger, Italy
15.20 – 15.45	<i>Spacial Computing & Industry Metaverse</i> Clarissa TACHELLA , Manager, Infinity Reply It, Italy
15.45 – 16.05	<i>The Metaverse Floats ... on What?</i> Louis NISIOTIS , University of Central Lancashire, Cyprus Campus, Cyprus
16.05 – 16.30 COFFEE BREAK	
16.30 – 17.10	<i>Let's Meet in the Metaverse</i> Panel Discussion among Avatars and Audience
17.10 – 17.15	<i>Wrapping up the Day</i> Roberto SARACCO , Moderator



Evening hosted by  **Sisal**  **IGT LOTTERY**

Dinner at **The Dome** (Via Giuseppe Mazzini 2)
Transfers included from and to hotel

FRIDAY, OCTOBER 7

INNOVATION

09.00 – 10.00	<i>Innovation Awards</i> Jarmo KUMPULAINEN + Jury Members
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CRYPTOCURRENCY & NFT

10.00 – 11.00	<i>From the Internet of Content to the Internet of Value: Blockchain, Nft and Metaverse as Enablers for a Competitive Advantage</i> Serena TABACCHI , Director and Co-founder, MoCDA; Italy & Jacopo ROMAGNOLI , Head of Blockchain, Vargroup, Italy
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11.00 – 11.30 COFFEE BREAK

11.30 – 11.50	EL 2022 Young & Games Research – ELIGT Young Customers & Female Players sub-group Ellen DE KRUIJF , Teamleader Consumer, Market & Innovatio, Nederlandse Loterij, the Netherlands
11.50 – 12.45	<i>Wrapping up the Workshop</i> Marina GEYMONAT , Head Innovation Lab, Sisal Lottery Italia, Italy
12.45 – 13.00	<i>Conclusions</i> Roberto SARACCO , Moderator

13.00 – 14.30 DEPARTURE LUNCH

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. Participants will receive access to the presentations after the event.