EL Data & Research Seminar

How to successfully unleash the potential of your Lottery's data through AI

Hosted by **SAZKA**

THE EUROPEAN LOTTERIES
FOR THE BENEFIT OF SOCIETY

September 14– 16, 2022 | Prague, Czech Republic

<u>Accommodation and Venue</u>

VIENNA HOUSE DIPLOMAT PRAGUE
Evropská 370/15 | Prague | Czech Republic
www.viennahouse.com/en/diplomat–prague

PROGRAMME

WEDNESDAY, SEPTEMBER 14 – **Arrival of the participants (transfers will not be organized)**

19:00 – 19:30	**EL welcome desk** – Plaza Area – ground floor
19:30	Welcome Dinner in Restaurant Loreta – 2nd floor

THURSDAY, SEPTEMBER 15
Meeting room: Loft One – 9th floor

09:00 – 09:15   Opening Introduction & Welcome Addresses:
Robert CHVÁTAL, Supervisory Chair of the EL Data & Research WG and Executive Chairman of the Board, SAZKA a.s.

Aleš VESELÝ, CEO, SAZKA a.s.

Václav ŠTĚPÁN, Executive Chair of the EL Data & Research WG & Moderator

09:15 – 10:00   KEYNOTE How to Transform your Businesses with Cloud AI
Victor KUPCIS, Data Analytics, Google Cloud, Google CEE, Czech Republic

ARTIFICAL INTELLIGENCE

10:00 – 10:20   EL Questionnaire on Artificial Intelligence – Learnings
Václav ŠTĚPÁN, International Relations, SAZKA a.s., Czech Republic & Executive Chair of the EL Data & Research WG

10:20 – 10:40   Lazy Learning AI Methods in Odds Compilation
Krisztián NÉMETH, Data Scientist, Szerencsejáték Zrt., Hungary

10:40 – 11:10   **BREAK**

11:10 – 11:30   ML & AI in Cybersecurity & Software Security
Dragan PLESKONJIC, Senior Director Application Security, IGT International Game Technology, Serbia

DATA IN CUSTOMER RELATIONSHIP MANAGEMENT

11:30 — 11:50   AI as a Tool to Improve Customer Satisfaction
Lauri HALKOLA, Chief Data & Analytics Officer, Veikkaus Oy, Finland

11:50 — 12:10   Role of Data in Advanced CRM
David SCHENK, CRM Manager, SAZKA a.s., Czech Republic

EU DATA STRATEGY & REGULATORY IMPACTS ON GAMBLING SECTOR

12:10 — 12:50   EL Approach & Strategy
Philippe VLAEMMINCK, EL Legal Adviser

12:50 — 13:00   Discussion

13:00 — 14:30   **LUNCH**   Restaurant Loreta (2nd floor)

DATA SECURITY IN LOTTERIES

14:30 — 14:50   Use of AI to Minimize Gambling Risks in Points of Sale
Maxime THIÉBAUT, Head of Data–Science and AI, Française des Jeux, France

14:50 — 15:10   Automated Fraud Detection and Prevention — Selected Use Cases
Ondřej MACHÁČEK, Founder & CTO, Open Bean, Czech Republic

15:10 — 15:40   **BREAK**

BREAKOUT SESSION

15:40 — 16:10   Moderated sessions on four presented aspects of Data & AI in Lotteries
Legal & Regulatory – AI – CRM – Security & Fraud
Each participant can join the session of their choice

16:10 — 16:40   Presentation of the outcomes of breakout sessions
Moderators or selected participants of the four breakout sessions

16:40 — 16:50   Wrap–up & Conclusions of Day 1
Václav ŠTĚPÁN, Executive Chair of the EL Data & Research WG & Moderator

Evening hosted by SAZKA

18:00 Departure from the hotel by bus

Guided tour of the Prague Castle & Dinner at *Villa Richter*
(dress code: smart casual)

EL Data & Research Seminar

FRIDAY, SEPTEMBER 16

Meeting room: Loft One – 9th floor

09:00 – 09:10   Opening Introduction
Václav ŠTĚPÁN, Executive Chair of the EL Data & Research WG & Moderator

DATA IN PLAYER PROTECTION

09:10 – 09:30   Use of Insights from AI in Responsible Gaming
Bjørn–Helge HOFFMANN, Chief Adviser Responsible Gambling, Norsk Tipping, Norway

09:30 – 09:50   Advanced Identification of At–Risk Gambling Players
Kris DE POOTER, Manager Forensic Analysis & Responsible Gaming, Loterie Nationale, Belgium & **Simon HANSEN**, Solution Specialist, Mindway AI, Denmark

09:50 – 10:10   Front–end Personalization Based on the Player RG Profile
Andres LEVITSKI, Data Scientist, Veikkaus Oy, Finland

10:10 – 10:40   **BREAK**

DATA IN CUSTOMER CENTRES MANAGEMENT

10:40 – 11:00   Cognitive Contact Center Improves Operational Efficiencies & Drive Revenues
Tomáš NĚMEC, Contact Centre Manager, SAZKA a.s., Czech Republic

11:00 – 11:20   Chatbot ROB – Metamorphosis in Handling Lotteries in Online Channels
Tomasz BARTKOWICZ, Head of Call Center, Lottomerkury, Poland

11:20 – 11:40   Wrap–up & Conclusions
Václav ŠTĚPÁN, Executive Chair of the EL Data & Research WG & Moderator

11:40 – 13:00   **DEPARTURE LUNCH**   Restaurant Loreta (2nd floor)

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.

September 7, 2022