

OCTOBER 5 – 7, 2022
MILAN, IBM STUDIOS

UNLOCKING THE POTENTIAL OF INNOVATION

An EL event



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Hosted by



PROGRAMME

WEDNESDAY, OCTOBER 5 – Arrival of participants

19.00 – 22.00

Informal welcome dinner hosted by Sisal

Headquarters of Sisal (Rooftop) | Via Ugo Bassi 6 – Transfers are not organised

VENUE OF SEMINAR

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

The seminar will be held exclusively in English.

Hotels / venue transfers are NOT organised. (walking distance from the EL designated hotels)

THURSDAY, OCTOBER 6

WELCOME

09.00 – 09.20

Welcome Addresses

Arjan VAN 'T VEER, EL Secretary General

Stefano SARACCHI, Italian NRA's Games Director

Francesco DURANTE, CEO, Sisal Lottery Italia

Roberto SARACCO, Moderator

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

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, Anitec-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

Panel Discussion with ELITG Working Group Members & the Audience' moderated by

Roberto SARACCO, Moderator

12.45 – 13.00

Wrapping up the Morning

Roberto SARACCO, Moderator

13.00 – 14.30

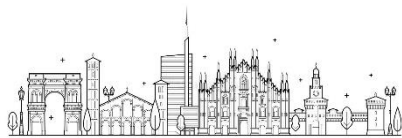
LUNCH

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
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



19.00/19.15	Departure by bus from the hotels
19.30	Dinner at The Dome (Via Giuseppe Mazzini 2)
~22.00	Return to the hotels by bus

FRIDAY, OCTOBER 7 (IBM STUDIOS – transfers not organised)

WELCOME

09.00 – 09.05	<i>Welcome of Day 2</i> Roberto SARACCO , Moderator
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INNOVATION

09.05 – 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> Luca CLEMENTI , Community Manager, The Sandbox, Italy & Jacopo ROMAGNOLI , Head of Blockchain, Vargroup, Italy
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11.00 – 11.30 COFFEE BREAK

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

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.