



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY

# EL Instant Games Seminar

May 9–11, 2023  
Porto, Portugal

Hosted by  
**SANTA  
CASA**  
Misericórdia de Lisboa

## PROGRAMME

Venue & Accommodation  
**CROWNE PLAZA PORTO HOTEL**  
Av. da Boavista 1466  
4100-114 Porto | Portugal



### Tuesday, May 9 | Arrival of the participants (transfers will not be organised)

19.00 – 19.30	Welcome desk – hotel lobby – ground floor
19.30 – 22.30	Dinner at the hotel restaurant <b>SOMOS</b> – ground floor

### Wednesday, May 10 | Meeting room : Guimarães I – 2nd Floor

09.30 – 09.45	Opening & Welcome Words <ul style="list-style-type: none"> <li>♣ Representative of Santa Casa da Misericórdia de Lisboa</li> <li>♣ <b>Arjan VAN 'T VEER</b>, EL Secretary General &amp; <b>Moderator</b></li> </ul>
09.45 – 10.15	<i>Instant Games Market Overview – EL Report 2021</i> <b>Goli DAUVERGNE</b> , Head of International Market Intelligence, Française des Jeux, France
10.15 – 10.45	<i>An Overview on Product Risk Research &amp; Implications for Instant Win Games</i> <b>Jonathan PARKE</b> , Director, Sophro, UK

### 10.45 – 11.15 COFFEE BREAK + NETWORKING (foyer)

11.15 – 12.15	The big E-Instants Panel Debate <ul style="list-style-type: none"> <li>♣ <b>Joni HOVI</b>, SVP, Customers &amp; Marketing, Fennica Gaming, Finland</li> <li>♣ <b>Raffaele FIORINI</b>, Business Director Instants, Nederlandse Loterij, The Netherlands</li> <li>♣ <b>Jonathan PARKE</b>, Director, Sophro, UK</li> </ul>
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12.15 – 12.45 *Designed to Deliver: Hallmarks of Winning Instant Games*  
**Sally MOHAMED**, Director Account Management, IGT, UK

**12.45 – 13.45 LUNCH BREAK + NETWORKING (foyer)**

13.45 – 14.15 *How to Fire Joyce Blok*  
**Raffaele FIORINI**, Business Director Instants, Nederlandse Loterij,  
The Netherlands

14.15 – 14.45 *E-instant vs Brick and Mortar*  
**Harpreet GARCHA**, Senior Business Development Manager,  
Scientific Games, UK

14.45 – 15.15 *How the Anniversary Lottery Transformed the Instant Lottery  
Market and Continues to Thrive*  
**Kristiāns PURVIŅŠ**, Marketing, Product Development, Latvijas  
Loto, Latvia

**15.15 – 15.45 COFFEE BREAK + NETWORKING (foyer)**

15.45 – 16.15 *Optimized Growth – How NCEL Became the Fastest  
Growing Lottery in the US*  
**Vicky SCOTT**, Scratch-off Product Manager, North Carolina  
Education Lottery, USA

16.15 – 16.45 *Instant Games – Instant Attraction*  
**Julian ARABADJIYSKI**, Regional Manager-Europe, Skilrock  
Technologies, Bulgaria

16.45 – 17.00 Conclusions & Wrap Up of the Day  
**Arjan VAN 'T VEER**, EL Secretary General & **Moderator**



Evening & Dinner hosted by

**SANTA  
CASA**

Misericórdia de Lisboa. Por boas causas.

18:00 Departure by bus from the seminar hotel  
Guided bus tour  
20:00 **Dinner at the restaurant 1828**  
(Rua do Choupelo 39, 4400-088 Vila Nova de Gaia)  
22:30/23:00 Return to the seminar hotel by bus



## Thursday, May 11 | Meeting room : Guimarães I – 2nd Floor

09.30 – 09.40	Welcome & Start of the Day <b>Arjan VAN 'T VEER</b> , EL Secretary General & <b>Moderator</b>
09.40 – 10.10	<i>Road to Success of (e)Instant Win Games</i> <b>Marcin GRZEGRZUŁKA</b> , Instant Lottery Distribution & Sales Analyst & <b>Mateusz WARPAS</b> , Head of Online Offer Team, Totalizator Sportowy Sp. z.o.o., Poland
10.10 – 10.40	<i>Pushing the Boundaries in einstants   Lessons Learned</i> <b>Hili SHAKKED</b> , VP Games, NeoGames, Israel
<b>10.40 – 11.00</b>	<b>COFFEE BREAK + NETWORKING (foyer)</b>
11.00 – 11.30	<i>Raspadinha: An Overview of the Instant Ticket Market and Product Management in Portugal</i> <b>Bernardo CHAGAS</b> , Senior Product Manager, Santa Casa da Misericórdia de Lisboa, Portugal
11.30 – 12.00	<i>Connecting Retail and Digital for Instant Games</i> <b>Julia CLOUTIER</b> , Senior Director, Sales & Marketing & <b>Geneviève PAGEAU</b> , Director, Sales & Marketing, Pollard Banknote Limited, Canada
12.00 – 12.30	<i>Success Drivers for Instant Games</i> <b>Kristina WEBER</b> , Product Manager Instant Games, LOTTO Hessen GmbH, Germany
12.30 – 12.45	Conclusions & Wrap Up of the Day / Seminar <b>Arjan VAN 'T VEER</b> , EL Secretary General & <b>Moderator</b>

### **12.45 – 14.00 DEPARTURE LUNCH + NETWORKING (foyer)**

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.