

Sports Betting Seminar

November 1–3, 2023
Paris, France

PROGRAMME



Seminar Venue

Groupe FDJ (Française des Jeux)

Quai du Point du Jour 3–7
92100 Boulogne-Billancourt | France

Accommodation (5' by foot from the venue)

Mercure Paris Boulogne Hotel

Place René Clair 37
92100 Boulogne-Billancourt | [website](#)



WEDNESDAY, November 1 – Arrival of the participants (transfers will not be organized)

18:30 – 19:30 EL/WLA welcome desk – Mercure hotel lobby | ground floor
19:30 – 22:30 Welcome Dinner at the Mercure hotel salon “**Le Plateau**” | ground floor

THURSDAY, November 2 | Auditorium | Floor –1 (Française des Jeux premises)

PLEASE BRING YOUR ID/PASSPORT TO ENTER THE FDJ PREMISES AND ALLOW EXTRA TIME FOR ID/SECURITY CHECKS AT THE ENTRANCE.

09:00 – 09:20	Opening Introduction & Welcome Addresses <ul style="list-style-type: none">• Stéphane PALLEZ, CEO, Française des Jeux, France• Arjan VAN 'T VEER, EL Secretary General + Moderator• Luca ESPOSITO POLEO, WLA Executive Director + Moderator
09:20 – 09:35	Regional Updates: FDJ Sport Betting Offer & the French Market Richard COURTOIS , Director of the Sports BU, Française des Jeux, France
09:35 – 10:45	EL Sport Betting & Bookmakers Survey Presentation Christian KALB , Managing Director, CK Consulting, France

10:45 – 11:15 COFFEE BREAK/NETWORKING

11:15 – 11:30	Using Machine Learning to Identify at-risk Sports Bettors Christian PERCY , Lead R&D Consultant, Playtech, UK
11:30 – 12:30	Panel Discussion: Market & Advertise a Responsible Sport Betting Offer <ul style="list-style-type: none">• Valérie PEANO, Institutional Affairs Advisor, Sisal Italia S.p.A., Italy• Arno DE JONG, CMO, Nederlandse Loterij, the Netherlands• Nicolas SAYDÉ, Secretary of the Macolin Convention, CoE, France Moderated by Jean-Luc MONER-BANET , CEO, Loterie Romande, Switzerland
12:30 – 13:00	AI and ML Models in Driving Responsible Gambling LEEMON , Senior Director – Corporate Strategy & Customers, Singapore Pools

13:00 – 14:00 LUNCH

- 14:00 – 14:30 Update from the IOC: OM Unit PMC's Activities in the Build up to 2024 Olympic Events
Evangelos ALEXANDRAKIS, NOCs Relations Manager, IOC, Switzerland
- 14:30 – 14:50 Reveal the True Power of Sports Analytics – Example of Collaboration with Parions Sport
Mehdi ENNACIRI, CEO, FootoVision, France
- 14:50 – 15:05 Accelerating Sportsbook Content & Trading
Marcus BERRY, Global Partnerships & Customer Success Director, SportCast, OpenBet, UK

15:05 – 15:25 COFFEE BREAK/NETWORKING

- 15:25 – 15:55 Fan Engagement in Focus: Measuring the Impact of Sports Betting on the Industry
Justas GEDVILAS, Research Manager, Euromonitor International, Lithuania
- 15:55 – 16:25 Match Fixing in Tennis: Serving up Betting Integrity Challenges
Julia LOWIS, Legal Counsel (Barrister), International Tennis Integrity Agency, UK
- 16:25 – 16:30 **Closing Remarks & Practical Information**
- **Arjan VAN 'T VEER**, EL Secretary General
 - **Luca ESPOSITO POLEO**, WLA Executive Director
- END OF DAY 1**



17:15 Departure by bus from the Mercure hotel to the **ROLEX PARIS MASTERS ATP 1000**
([Accor Arena](#), 8 Boulevard de Bercy, 75012, Paris)

TAKE YOUR TICKET & PASSPORT / ID TO ENTER THE ARENA
via the entrance "*Les Loges et Salons*". Then get your **VIP bracelet**
at the desk "*Passing*" to access the **catering area**
located above our seat block (**Gate/Porte G**)

INCREASED SECURITY CHECKS ARE TO BE EXPECTED.
BAGS >10L ARE NOT ALLOWED INSIDE THE ARENA.
Please check the full list of conditions and security measures [here](#).



23:30 Busses leaving to the hotel from **Boulevard de Bercy** where the busses dropped you off – look for EL/WLA logo in the bus window.



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FRIDAY, November 3 | Auditorium | Floor -1 (Française des Jeux premises)

PLEASE BRING YOUR ID/PASSPORT TO ENTER THE FDJ PREMISES AND ALLOW EXTRA TIME FOR ID/SECURITY CHECKS AT THE ENTRANCE.

09:30 – 09:40	Opening Introduction <ul style="list-style-type: none">• Arjan VAN 'T VEER, EL Secretary General• Luca ESPOSITO POLEO, WLA Executive Director
09:40 – 10:00	Sport Books Trends & Statistical Betting Jens NIELSEN , Sports Betting Director, Danske Spil, Denmark
10:00 – 10:15	Trends in Sports Integrity & Data Rights Sarah ROBERTSON , Senior Vice President of Sales & Paul FINNIGEN , Director of Operational Compliance, Kambi, UK
10:15 – 10:45	Sports Betting as a Lottery in a Challenging Environment Olivier HAINE , General Manager Scoore, The National Lottery, Belgium

10:45 – 11:10 COFFEE BREAK/NETWORKING

11:10 – 12:00	Panel Discussion: <i>Protecting the Integrity of Sports Competition</i> <ul style="list-style-type: none">• Nicolas SAYDÉ, Secretary of the Macolin Convention, CoE, France• Severin MORITZER, CEO, Play Fair Code, Austria• Corentin SEGALEN, President of the Group of Copenhagen & Coordinator of the French National Platform, ANJ, France• Evangelos ALEXANDRAKIS, NOCs Relations Manager, IOC, Switzerland Moderated by Gilles MAILLET , President, ULIS, France
12:00 – 12:20	Sustainable Growth: How to 14x Senem GÖÇENER , CMO, ŞANS Group, Turkey & Halilcem BURNAZ , Country Manager Turkey & Azerbaijan, Scientific Games, Turkey
12:20 – 12:50	Regulation vs. Risk Management Challenges of the Outsourced Operating Model Petr DOLEJŠ , Sports Betting Manager, Sazka a.s., Czech Republic
12:50 – 13:00	Wrap-up & Conclusions <ul style="list-style-type: none">• Arjan VAN 'T VEER, EL Secretary General• Luca ESPOSITO POLEO, WLA Executive Director END OF DAY 2

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.

Check-out time: 12 pm at the very latest. Please leave any luggage with the hotel concierge until your departure. However, should you choose to bring your luggage to FDJ, please allow extra time for luggage check.

Participants will receive access to the presentations after the event.

Dress code for the whole seminar: casual sport

October 30, 2023



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