

EL Artificial Intelligence (AI) Seminar

 May 13 - 15, 2024

 Warsaw, Poland

Hosted by
 TOTALIZATOR
SPORTOWY



Venue: **NOVOTEL CENTRUM WARSAW**, Marszałkowska 94/98, Warsaw – [website](#)

Preliminary PROGRAMME (subject to changes)

MONDAY, MAY 13 **Arrival of the participants (transfers will not be organized)**

18.00 – 19.00	Registration desk open
19.00 – 22.00	Dinner (Novotel Centrum Warsaw)

TUESDAY, MAY 14 **Meeting room: IRYS | floor**

09.00 – 09.15	Welcome and opening Representative of Totalizator Sportowy, Poland Arjan VAN 'T VEER , EL Secretary General & Moderator
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STRATEGY AND MARKETING

09.15 – 10.00	AI in Strategy Prof. Aleksandra PRZEGALINSKA , PhD., Associate Professor of Management & Artificial Intelligence and Vice-Rector, Kozminski University, Poland
10.00 – 10.30	AI in Marketing Strategy Michał TOKARSKI , Co-founder, Digital First AI, Poland



10.30 – 11.00 COFFEE BREAK

CASE STUDIES

11.00 – 11.30	AI in the Game: Shaping the Future of National Lottery with ChatGPT, MidJourney, and Predictive Analytics Krisztián BRENKUS , Deputy CCO, Szerencsejáték Zrt., Hungary
11.30 – 12.00	AI and Scratch Cards Raffaele FIORINI , Business Director Instant Lotteries, Nederlandse Loterij, The Netherlands
12.00 – 12.30	AI case study SISAL NAME , job title, SISAL Italy

12.30 – 13.30 LUNCH

SUPPLIERS VIEWS

13.30 – 14.15	Suppliers Panel Neo Games, Scientific Games/ IGT/Adesso/Fennica gaming (TBC)
14.15 – 14.35	BotWise: Unveiling Totalizator Sportowy's Chatbot Wizardry Tomasz BARTKOWICZ , Director of the Contact Center Service Department, Lottomercury, Poland
14.35 – 14.55	AI case study

PLAYER PROTECTION

14.55 – 15.30	Use of AI in Customer Protection for Online Entertainment Playtech Mindway AI Future Anthem
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15.30 – 16.00 COFFEE BREAK

LEGAL & ETHICS

16.00 – 16.45	Legal & Ethics of AI in the Context of Gaming Sector Beata GUZIK , Lawyer, & Philippe VLAEMMINCK , EL Legal Advisor, Vlaemminck.law, Belgium
16.45 – 17.00	Recap of day and learnings



19.00	Departure bus to restaurant (incl. short tour of Warsaw)
19.30 – 23.30	Dinner
23.30	Return to hotel by bus

WEDNESDAY, MAY 15

Meeting room: IRYS | floor

09.30 – 09.40 Welcome & Opening

AI & MARKETING

09.40 – 10.30 **Jennifer QUIGLEY-JONES** (TBC)

10.30 – 11.00 **Let's Start Dreaming about AI Campaigns & Enjoy Playfulness**
Muriel GRUBE, Draw Campaign Manager & **Bénédicte LOBELLE**,
Marketing Director, Loterie Nationale, Belgium (TBC)

11.00 – 11.30 COFFEE BREAK AND WORKSHOP PREPARATION

LEGO WORKSHOP – PART 1

11.30 – 12.45 Customer Protection
Monika SONTA PhD.

12:45 – 13.15 (LIGHT) LUNCH BREAK

LEGO WORKSHOP – PART 2

13.15 – 14.00 LEGO Workshop Part 2 - Trend Workbook
Monika SONTA PhD.

14.00 – 14.15 Seminar Conclusions
Arjan VAN 'T VEER, EL Secretary General

DEPARTURE OF THE PARTICIPANTS

Please leave any luggage with the hotel concierge until your departure.

Participants will receive access to the presentations after the event.

February 28, 2024