



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

EL Artificial Intelligence (AI) Seminar

 **May 13 - 15, 2024**

 **Warsaw, Poland**

Hosted by



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

PROGRAMME

MONDAY, MAY 13

Arrival of the participants (transfers will not be organized)

18.00 – 19.00	Welcome Desk – Hotel Lobby ground floor
19.00 – 22.00	Welcome Dinner – Promenada ground floor

TUESDAY, MAY 14

Meeting room: IRYS | ground floor

09.00 – 09.15	Welcome & Opening Rafał KRZEMIENI , CEO, 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 Professor Aleksandra PRZEGALINSKA , Vice-Rector for International Cooperation and ESR, Kozminski University, Poland
10.00 – 10.30	AI in Marketing Strategy Rafał TROMCZYŃSKI , Co-founder, Digital First AI, Poland



10.30 – 11.00 COFFEE BREAK | foyer

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 versus Agencies: Owning the Power of Marketing Effectiveness Dries POELS , Head of Marketing & Raffaele FIORINI , Business Director Instant Lotteries, Nederlandse Loterij, The Netherlands
12.00 – 12.30	A.D.A. A Bridge Between Behavioral Research & AI Benedetta CESTI , Responsible Gaming Research Manager & Federico VIOTTI , Data Science Lead Specialist, Sisal S.p.A, Italy

12.30 – 13.30 LUNCH | Restaurant "Novo 2 "

SUPPLIERS VIEWS

13.30 – 14.10	Suppliers Panel Alan MACKEY , Senior Director Advanced Analytics & AI, IGT, UK Blair JOHNSON , Sr. Director, Client Services, Scientific Games, USA Timo KIISKINEN , Managing Director, Fennica Gaming, Finland Julius HAAS , Tech Lead - GenAI / ML/ Data - Google Cloud, adesso SE, Germany
14.10 – 14.30	BotWise: Unveiling Totalizator Sportowy's Chatbot Wizardry Tomasz BARTKOWICZ , Director of the Contact Center Service Department, Lottomerkury, Poland
14.30 – 15.00	How AI Will Shape the Future on the Betting & Gaming Industry Sergey KURSON , Principal Solutions Architect, Betting & Gaming, Amazon Web Services (AWS), Germany

PLAYER PROTECTION

15.00 – 15.30	Panel Use of AI in Customer Protection for Online Entertainment Francesco RODANO , Chief Policy Officer, Playtech, UK Dr. Edmond MITCHELL , Head of Data, Future Anthem, UK Stephen AUPY , Business Development Manager, Mindway AI, UK Moderated by Robert LEKSIŃSKI , Director of Customer Relations, Totalizator Sportowy, Poland
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15.30 – 16.00 COFFEE BREAK | foyer

- 16.00 – 16.30 **Live User Cases of Generative AI in Marketing**
James AYLETT, Chief Data Officer, Annalect, UK
- 16.30 – 16.45 Recap of the Day and Learnings
Arjan VAN 'T VEER, EL Secretary General

- 19.00 Departure from the hotel lobby by bus
- 19.30 Dinner at [VILLA FOKSAL](#) (3/5 Foksal Street, Warsaw)
- 23.00 Return to the hotel by bus or by foot (~750m)

Evening hosted by



WEDNESDAY, MAY 15

Meeting room: IRYS | ground floor

- 09.30 – 09.35 Welcome & Opening Day 2
Arjan VAN 'T VEER, EL Secretary General

- 09.35 – 10.25 **KEYNOTE**
What's Next in AI and Marketing in 2024?
Jennifer QUIGLEY-JONES, CEO & Founder of Global Influencer Marketing Agency, Digital Voices

- 10.25 – 11.10 **Legal & Ethics of AI in the Context of Gaming Sector**
Beata GUZIK, Lawyer & **Philippe VLAEMMINCK**, EL Legal Advisor, Vlaemminck.law, Belgium

11.10 – 11.30 COFFEE BREAK & WORKSHOP PREPARATION | foyer

LEGO WORKSHOP – PART I

- 11.30 – 12.45 Customer Protection
Monika SOŃTA, PhD., Kozminski University, Poland



12.45 – 13.15 LUNCH | Restaurant "Novo 2 "

LEGO WORKSHOP – PART II

13.15 – 14.00 Trend Workbook
Monika SOŃTA, PhD., Kozminski University, Poland

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.

April 30, 2024