



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY



Sports Betting Seminar May 21–23, 2025 – Stockholm

Programme



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2025 Sports Betting Seminar Programme

Welcome

May 21, 2025

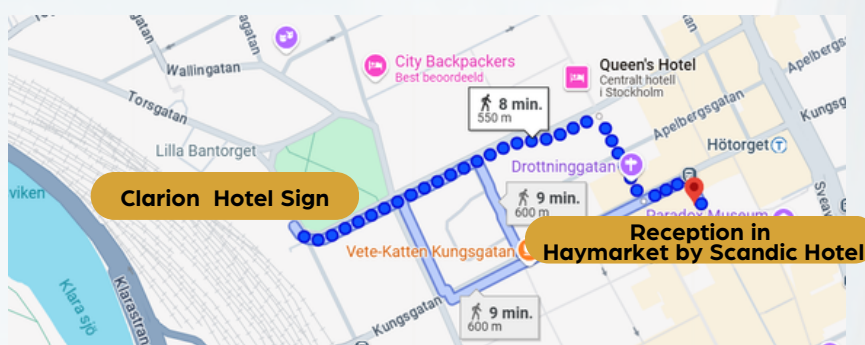
Arrival of the participants (transfers will not be organised)

19.00 – 21.00

EL/WLA Welcome Desk & Reception

Haymarket by Scandic Hotel – Reception area – 1st floor

Hötorget 13-15, 10126 Stockholm | [website](#)
(8 minutes by foot from the seminar venue)



Day 1 AM

May 22, 2025

[website](#)

Clarion Hotel Sign – meeting rooms C1/C3 – 2nd floor

09.00–09.10

Opening Introduction & Welcome Addresses

Alvise ANGELINI, EL Senior Policy Officer & Sport Secretary
Luca ESPOSITO, WLA Executive Director

09.10–09.30

Regional Updates

Fredrik WASTENSON, CEO of Svenska Spel Sport & Casino, Sweden

09.30–10.30

Navigating the worldwide sports betting landscape: Insights & updates

Christian KALB, Managing Director, CK Consulting, France

10.30–11.00

Coffee break



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Day 1 AM

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Block 1 : Trends in betting offers (Products)

- 11.00–11.20 **From idea to market: identifying customer needs and turn them into betting proposals**
Cristiano CINOTTI, Head of Risk & Trading, SISAL, Italy
- 11.20–11.40 **Virtual Betting**
Marko ZELENKA, VP of Business Development, Sportradar, Switzerland
- 11.40–12.20 **New types of media & sports – what are they and how do we connect them to betting?**
Thomas LANDHEER, Managing Director I-Gaming, Nederlandse Loterij, The Netherlands
Ronen WOLF, Team5PM, The Netherlands
- 12.20–12.40 **Player Props & Bet Builder trends – how to make the most consumable**
Sam DEPOORTERE, SVP Product, OpenBet, The Netherlands
- 12.40–13.00 **Q&A and closing remarks for the morning session**
- 13.00–14.00 **Lunch break (restaurant area)**



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Day 1 PM

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Block 2 : Revitalize sports betting with new technology

- 14.00–14.30 **How to deal with robotic bets and bonus hunters**
David SELIG, Head of Sports Betting Operations & Data, Tipp3, Austria
- 14.30–15.30 **Panel Debate: “How is AI changing sports betting”**
Olivier HAINE, General Manager, Scoore, Belgium
Kris SAW, CTO, Kambi, Sweden
George DRIHOUTIS, OPAP, Greece
Joe PLUNKETT, Head of Sports Personalization, Sportradar/VAIX, UK
Sam DEPOORTERE, SVP Product, OpenBet, The Netherlands
- 15.30–16.00 **Emerging “Super” Markets: What’s happening in Brazil ?**
Daniel ROMANOWSKI, CEO of Lottopar, Brazil
- 16.00–16.10 **Closing Remarks & Practical Information**
Alvise ANGELINI, EL Senior Policy Officer & Sport Secretary
Luca ESPOSITO, WLA Executive Director

END OF DAY 1



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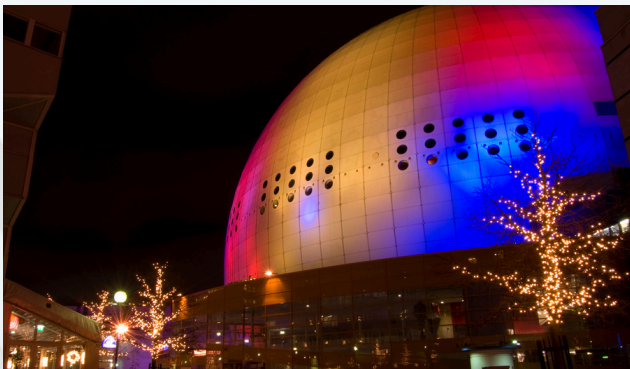


2025 Sports Betting Seminar Programme

Day 1 Evening activity

May 22, 2025

Quarter final of the Ice Hockey World Cup
in the impressive Avicii Arena, the world's 2nd largest globe!
(limited seats – first in, first served)



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|-------------|---|
| 17.15 | Departure from the Clarion Sign to the Avicii Arena
(shuttle transport organised) |
| 18.00–20.00 | Dinner at the Avicii Arena
(food & beverage included) |
| 20.00–23.00 | Quarter final match
(tickets included) |
| 23.00 | End of the match and back to the Clarion Hotel Sign
(shuttle transport organised) |



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2025 Sports Betting Seminar Programme

Day 2

May 23, 2025

Clarion Hotel Sign – meeting rooms C1/C3 – 2nd floor

Block 3 : Duty of care – legal markets (Responsibility)

09.00–09.10	Opening Introduction Alvise ANGELINI, EL Senior Policy Officer & Sport Secretary Luca ESPOSITO, WLA Executive Director
09.10–09.40	Regulation: The key to unravelling the complex links between markets, illegal betting, and risks for society Christian KALB, Managing Director, CK Consulting, France
09.40–10.10	Establishing a Scalable and Transparent Methodology for Estimating the Illegal Gambling Market : The WLA/UNIL project Stefano CANEPPELE Phd, Professor of Criminology and Deputy Director at the School of Criminal Justice – University of Lausanne, Switzerland
10.10–10.30	How to be competitive and protect sports integrity Antoine BEGHIN, Director of Sponsorship & Sports Integrity at FDJ UNITED, France
10.30–11.00	Coffee break
11.00–11.20	Preventive RG and match fixing education among athletes and teams Per Einar KARLSEN, Senior RG advisor, Norsk Tipping, Norway
11.20–11.40	OPAP Responsible Gaming AI Models: Leveraging AI for Proactive Excessive Play Identification Savvas ILIOPOULOS, Responsible Gaming Expert, OPAP, Greece



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11.40–12.00

Omnichannel in the sports betting market: a response to players' expectations in a changing digital environment.

Sara JDILY, Digital Marketing Manager, La Marocaine Des Jeux et Des Sports, Morocco

12.00–12.50

Integrity/Responsible gaming – Panel Discussion and Q&A:

Gilles MAILLET, President, ULIS, France

Simon PEDERSEN, Chief adviser Illegal gambling, Match-fixing and Market statistics, Danish Gambling Authority, Denmark

Andreas ARVER, Integrity Officer, Svenska Spel, Sweden

Other speaker TBC

12.50–13.00

Wrap-up & Conclusions

Alvise ANGELINI, EL Senior Policy Officer & Sport Secretary

Luca ESPOSITO, WLA Executive Director

END OF DAY 2

13.00–14.30

Departure lunch

Participants will receive access to the presentations after the event
Dress code for the whole seminar : casual sport