



SELLING DREAMS LOTTERIES' MARKETING DURING AND AFTER COVID-19

PROGRAMME

DAY 1 – MAY 4 14.00 – 16.05 CET

14.00 – 14.15 WELCOME & OPENING OF DAY 1

- **Rebecca PAUL HARGROVE**, WLA President
- **Hansjörg HÖLTKEMEIER**, EL President

14.15 – 14.45 KEYNOTE SPEAKER: MARKETING & COMMUNICATION TRENDS
Sarah BALDWIN, Principal, Shine Communication Sarl, Switzerland

14.45 – 15.15 PANEL DISCUSSION: MARKETING IN THE USA

- **Gretchen CORBIN**, CEO, Georgia Lottery & NASPL President
- **Sarah TAYLOR**, CEO, Hoosier Lottery & MUSL President
- **May SCHEVE**, CEO, Missouri Lottery & Powerball President

Moderated by **Rebecca PAUL HARGROVE**, CEO, Tennessee Lottery & WLA President

15.15 – 15.40 THE GREAT CONSUMER SHIFT...CONTINUED OPPORTUNITIES
Sharon DUNCALF, Vice President, Global Market Insights, IGT, UK

15.40 – 16.00 LOTO THROUGH COVID19: LIVING UP TO THE VALUES
Aneta BEC, Development Director, Loterija Slovenije, d.d., Slovenia

16.00 – 16.05 CLOSING REMARKS

- **Arjan VAN'T VEER**, EL Secretary General
- **Luca ESPOSITO**, WLA Executive Director
- **David GALE**, NASPL Executive Director

END OF DAY 1



DAY 2 – MAY 5 14.00 – 16.05 CET

- 14.00 – 14.05 **WELCOME & OPENING OF DAY 2**
- **Arjan VAN'T VEER**, EL Secretary General
 - **Luca ESPOSITO**, WLA Executive Director
 - **David GALE**, NASPL Executive Director
- 14.05 – 14.30 **RESPONDING TO COVID-19**
Andrew SHEPHERD, GM Marketing – Lotteries & Keno, Tabcorp, Australia
- 14.30 – 14.45 **HOW THE ISRAELI LOTTERY JOINED THE NATIONAL EFFORT OF VACCINES IN ISRAEL**
Avi LEVY, Marketing Director & Lottery Foreign Affairs, Mifal Hapais, Israel
- 14.45 – 15.00 **AGILITY IN MARKETING STRATEGIES DURING PANDEMIC**
Peter VOETS, Chief Marketing & eCommerce Officer, Loterie Romande, Switzerland
- 15.00 – 15.15 **WHEN PLAN A BECOMES PLAN B : ADAPTING STRATEGIES TO NEW CIRCUMSTANCES**
Marie-Claudel LALONDE, Senior Director Strategy & Marcom, Loto-Québec, Canada
- 15.15 – 15.30 **HOW A BLACK CAT BRINGS FORTUNE TO THE DUTCH STATE LOTTERY**
Michael KASTELIJNS, Business Director, Nederlandse Loterij, The Netherlands
- 15.30 – 15.55 **DE-CHANNELIZATION: SYNCHRONIZING THE CONSUMER EXPERIENCE**
Michelle ANNANDALE, Vice President, Sales & Marketing, Pollard Banknote, Canada
- 15.55 – 16.05 **CLOSING REMARKS**
- **Arjan VAN'T VEER**, EL Secretary General
 - **Luca ESPOSITO**, WLA Executive Director
 - **David GALE**, NASPL Executive Director
- END OF DAY 2**



DAY 3 – MAY 6 14.00 – 16.00 CET

- 14.00 – 14.05 **WELCOME & OPENING OF DAY 3**
- **Arjan VAN'T VEER**, EL Secretary General
 - **Luca ESPOSITO**, WLA Executive Director
 - **David GALE**, NASPL Executive Director
- 14.05 – 14.30 **GROWTH IN A SAFE AND SUSTAINABLE WAY**
Christopher ALLEN, VP, Lottery Marketing Strategy, Scientific Games, UK
- 14.30 – 15.15 **EL CASE STUDIES: BOOSTING BRAND RECOGNITION AND INVOLVING YOUNGER PLAYERS**
- **Theresa DORFMAIER**, Head of Product Management Lotto, Österreichische Lotterien, Austria
 - **Geir Magne SKÅR**, Business Developer, Norsk Tipping, Norway
 - **Tuomas HONKONEN**, Product Manager, Lottery Games, Veikkaus, Finland
- 15.15 – 15.30 **HOW MDJS ADAPTED ITS MARKETING STRATEGY DURING THE PANDEMIC**
Khadija BOUDALI, Director of Marketing, La Marocaine des Jeux et des Sports, Morocco
- 15.30 – 15.45 **CUSTOMER FIRST NEW TACTICS IN HONG KONG JOCKEY CLUB DURING PANDEMIC**
William CHAN, Executive Manager, Customer Digital Experience (ePayment & Channel Projects), Hong Kong Jockey Club, Hong Kong, China
- 15.45 – 16.00 **CLOSING REMARKS**
- **Arjan VAN'T VEER**, EL Secretary General
 - **Luca ESPOSITO**, WLA Executive Director
 - **David GALE**, NASPL Executive Director
- END OF DAY 3 & WEBINAR**

All attendees will receive access to the webinar recordings/presentations after the event.

April 29, 2021

