

Breakout Sessions Bonanza

Tuesday June 6

14:00 – 16:00 CET

Lotteries & The Planet | 14:00 – 15:00

Convention Centre Šibenik – Hall Šibenik I+II (Ground Floor)

ATTENTION, PLEASE

Marketers break through the noise | 14:00 – 15:30

Convention Centre Šibenik – Hall Šibenik IV (-1)

Fighting Illegal Gambling | 14:00 – 15:15

Convention Centre Šibenik – Hall Šibenik III (-1)

Gambling advertisement – Risk based approach | 15:15 – 16:15

Convention Centre Šibenik – Hall Šibenik III (-1)

Artificial Intelligence & Draw Integrity | 14:00 – 15:00

Convention Centre Šibenik – Hall Šibenik VI (-1)

A quick deep dive into ongoing EL policy debates at EU level

| 15:00 – 16:00

Convention Centre Šibenik – Hall Šibenik XI (Mezzanine Floor)

Women in Lottery Leadership | 15:00 – 16:00

Hotel Ivan – Auditorium (Ground Floor)

LOOKING FORWARD

Lotteries & The Planet | 14:00 – 15:00

Convention Centre Šibenik – Hall Šibenik I+II (Ground Floor)

Organised by the EL CSR-Responsible Gaming Working Group

Opening by Romana GIRANDON, Supervisory Chair of the EL CSR-Responsible Gaming Working Group, President & CEO, Loterija Slovenije (Slovenia)

Discussion & Insight:

- The EL Environmental Initiative
- The Support Programme for Lotteries

Panel discussion with EL Lottery and Supplier Members:

- **Romana GIRANDON**, Supervisory Chair of the EL CSR-Responsible Gaming Working Group, President & CEO, Loterija Slovenije (Slovenia)
- **Chris ALLEN**, VP, Lottery Marketing & Strategy, Scientific Games (UK)
- **Stefania COLOMBO**, Director, Global Sustainability, IGT Lottery S.p.A. (Italy)
- **Vincent PERROTIN**, CSR Director, FDJ (France)

Moderated by Laura DA SILVA, DigitalRG.com (UK)

LOOKING FORWARD

ATTENTION, PLEASE. Marketers break through the noise | 14:00 – 15:30

Convention Centre Šibenik – Hall Šibenik IV (-1)

Organised by the EL Marketing & Communications (MaC) Working Group

- 14:00 – 14:05 **Welcome & Introduction**
Hana BAROCHOVA, Int. Category Manager Lotteries, Allwyn,
Czech Republic & Chair of the EL MaC Framework subgroup
- 14:05 – 14:25 **Interactive Icebreaker**
Hana BAROCHOVA, Int. Category Manager Lotteries, Allwyn,
Czech Republic & Chair of the EL MaC Framework subgroup
Sara PAVIĆ, Head of the Marketing Activities Depart., Hrvatska
Lutrija, Croatia, Vice-Executive Chair of the EL MaC working
group
- After the presentation of five commercials, participants will work individually or in
teams to guess the main message & KPIs of each commercial.*
- 14:25 – 14:45 **Fight for Attention: Examples of creative media from the lottery
world to break through the clutter**
Zsófia BÁNHEGYI, Chief Commercial Officer, Szerencsejáték Zrt.,
Hungary
Laura FELIZIANI, Brand Content & Consumer Engagement, IGT
Lottery, Italy
- 14:45 – 15:05 **Presentation of the new game launch checklist & wrap-Up**
Hana BAROCHOVA, Int. Category Manager Lotteries, Allwyn,
Czech Republic & Chair of the EL MaC Framework subgroup
- 15:05 – 15:30 **Showcasing the EL Lottery Commercials Library**
María NÚÑEZ, Journalist & Head of Communications and Press
Secretary, SELAE, Spain & Chair of the EL MaC Knowledge
Sharing subgroup
Kamelija LEVENSKA, Director of Communications Strategy &
Marketing, National Lottery of Macedonia, Republic of North
Macedonia

LOOKING FORWARD

Fighting Illegal Gambling | 14:00 – 15.15

Convention Centre Šibenik – Hall Šibenik III (-1)

Organised by the Taskforce on Illegal Gambling

Panel discussion with:

- **Ismail VALI**, Founder & CEO, Yield Sec (US)
- **Samuel AWUKU**, Director-General, National Lottery Authority (Ghana)
- **Giuseppe PELLE**, Institutional Relations Manager, IGT Lottery S.p.A (Italy)

This panel will highlight state of the art technology to understand and fight illegal gambling activities, provide examples of fighting illegal gambling in the African continent with a focus on Ghana and will give an overview of the work of the EL Taskforce on Illegal Gambling.

Moderated by Philippe VLAEMMINCK, EL Legal Advisor

Gambling advertisement – Risk based approach | 15:15 – 16:15

Convention Centre Šibenik – Hall Šibenik III (-1)

Organised by EL Legal & Regulatory (LRWG) Working Group

From the Antwerp Resolution to the Šibenik Resolution

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| 15:15 – 15:20 | Welcome & Introduction
Jannie HAEK, Supervisory Chair of the EL Legal & Regulatory Working Group & CEO, Loterie Nationale Loterij (Belgium) |
| 15:20 – 15:35 | EU Framework & jurisprudence CJEU
Philippe VLAEMMINCK, Vlaemminck.law, EL Legal Advisor |
| 15:35 – 15:55 | How to identify higher risk products
Jonathan PARKE, Director, Sophro (UK) |
| 15:55 – 16:15 | Debate + Q&A
Moderated by Jannie HAEK, Supervisory Chair of the Legal & Regulatory Working Group & CEO, Loterie Nationale Loterij (Belgium) |

Artificial Intelligence & Draw Integrity

| 14:00 – 15:00

Convention Centre Šibenik – Hall Šibenik VI (-1)

Organised by the EL Operational & Risk Assurance (ORA) Working Group

- 14:00 – 14:10 **Welcome & Introduction**
Jesús HUERTA ALMENDRO, Supervisory Chair of the EL ORA Working Group, CEO of SELAE (Spain)
- 14:10 – 14:45 **Panel debate on security & integrity issues regarding electronic draws, with:**
- Nuno SOUSA PEREIRA, Director of Strategy and Finance, Szrek2Solutions, USA
 - Thomas BIERBACH, Senior Consultant, Bulletproof/GLI Company, Canada
 - Delash PATEL, Senior Director Product Management, IGT, UK
- 14:45 – 14:55 **Q&A**
- 14:55 – 15:00 **Closing remarks**
Ray BATES, EL Honorary President

Moderated by Ray BATES, EL Honorary President

LOOKING FORWARD

A quick deep dive into ongoing EL policy debates at EU level | 15:00 – 16:00

Convention Centre Šibenik – Hall Šibenik XI (Mezzanine Floor)

Organised by the EL Public Affairs Coordination (PAC) Working Group

- 15:00 – 15:05 **Welcome & Introduction**
Frédéric DEROIN, Executive Chair of PAC Working Group, Head of Regulatory & European Affairs, FDJ (France)
- 15:05 – 15:10 **"How does the EU work?"**
Iva ZORKO, Senior Policy Officer, EL Brussels (Belgium)
- 15:10 – 15:40 **Presentations of the position papers adopted by EL**
- "Consumer Protection and Responsible Gaming" – **Roland LOUSKI**, Regulatory Affairs, Loterie Nationale Loterij, Belgium
 - "Sport Integrity" – **Alvise ANGELINI**, Senior Policy Officer & Sport Secretary, EL Brussels (Belgium)
 - "Social Taxonomy" – **Magdalena PAROL** (Totalizator Sportowy, Poland)
 - "Video games and Web3" – **Frédéric DEROIN**, Executive Chair of PAC Working Group, Head of Regulatory & European Affairs, FDJ (France)
- 15:40 – 15:50 "Loot boxes: What are they and why they got so much attention from the EU legislators in these recent times?"
Nils PETERSEN, Westdeutsche Lotterie GmbH & Co. OHG (WestLotto) (Germany)
- 15:50 – 16:00 Q&A Session with the audience & Closing Remarks

LOOKING FORWARD

Women in Lottery Leadership | 15:00 – 16:00

Hotel Ivan – Auditorium (Ground Floor)

Workshop on Unconscious Bias
by Suzanne MAU – ASAM, DoorsOpen (The Netherlands)

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| 15:00 – 15:20 | Introducing unconscious bias
Brief introduction about what unconscious bias is presented to newly joined mentors |
| 15:20 – 16:00 | Exploring the broader workplace context and Q&A
Three persistent biases in the broader workplace context are presented to the group using lottery-specific examples. These three biases are linked to the discoveries from part 1 and each of them is followed by practical tips to overcome them. |