

SPORTS BETTING SEMINAR

BEST BETS: GENERATING SUSTAINABLE SUCCESS IN SPORTS BETTING



PROGRAMME

Tuesday, May 14, 2013

ACCOMMODATION & MEETING

GRAND HOTEL Huis ter Duin
Koningin Astrid Boulevard 5
NL – 2202 NOORDWIJK
Tel.: +31 (0) 71 361 9220, www.huisterduin.com

17:00 Working documents presented to participants at EL/WLA welcome desk in the lobby.

19:30 Cocktail and Welcome Dinner offered by our host (Breakers Beach)



Wednesday, May 15, 2013 (Meeting room "Keizerzaal")

09:00 – 09:15 Welcome addresses:
Host: by **Joost OTTERLOO**, CEO, De Lotto, The Netherlands
EL/WLA: by **Friedrich STICKLER**, EL President

09:15 – 09:30 Introduction to the seminar
Moderator: **André CHAKER**, Senior Adviser to the President, Veikkaus OY, Finland

New Media and Sportsbetting

09:30 – 10:30 Keynote speaker: **Roel SPEE**, Global Marketing Solutions, Facebook

10:30 – 11:00 Coffee Break (Tappenbeck Foyer)

Integrity

11:00 – 12:00 *Landscape of Initiatives* by **Tjeerd VEENSTRA**, EL 2nd Vice-President, Director, De Lotto, The Netherlands

Keynote Speaker: Integrity Task Force Dutch FA, by **Gijs DE JONG**, Manager Dutch Premier League, The Netherlands

12:00 – 13:00 Lunch (Room "Margriet, Irene & Christina")

13:00 – 14:00 *Sports Betting and integrity* by **Thierry PUJOL**, Director Security & Risk Management, La Française des Jeux, France

Norway: National Action Plan against Match-fixing in Sport by **Ole Morten BRATBERG**, Odds Compiler and **Per Emil GRANMORKEN**, Brand Manager Oddset, Tipping, Norsk Tipping AS, Norway



14:00 – 14:30 Coffee Break (Tappenbeck Foyer)

14:30 – 16:00 *The use of tablets and other mobile devices in Singapore's premium live sports entertainment venue "Livewire" by **Chin Siong SEAH**, Deputy CEO Singapore Pools, Singapore*

*Betting App for wagers in retail channel by **Dave VAN VELZEN**, Marketing Manager, De Lotto, The Netherlands*

*Keynote Speaker: Score Alarm – mobile live score solution for betting players engagement, by **Ivan KLARIĆ**, Founder & CEO, Score Alarm & **Ivan LULIĆ**, Sales Director, Score Alarm*

16:00 – 16:45 Panel Discussion between suppliers (2 questions per topic)

- **Kevin ANDERSON**, Vice-President Business Development, SCIENTIFIC GAMES INTERNATIONAL
- **Anders FRIGREN**, Marketing Director Sports Betting, GTECH CORPORATION
- **Nikos KONSTAKIS**, Group Head of Trading, Betting, INTRALOT

16:45 - 17:00 Auction!

17:20 Meeting in the hotel lobby / 17:30 departure by bus

Dinner at the



(Borchlandweg 6-12 - 1009 CT Amsterdam/Duivendrecht - www.borchland.nl)

20:00 Departure to the **Amsterdam ArenA** on foot

20:30 FINAL OF THE



24:00 approx. return to the hotel

Thursday, May 16, 2013 (Meeting room "Keizerzaal")

Market Updates (inc. trends/new products/ developments)

09:00 – 09:45 *Keynote speaker: Sports organisations' rights in relation to Sportsbetting by **Dr. Ben VAN ROMPUY**, Senior Researcher and Consultant, Asser International Sports Law Centre, The Netherlands*

09:45 – 10:30 *Private Bookmakers: Performance and Strategy by **Walter DE BEAUVESIER WATSON**, Chair of EL Sport Working Group, Manager Lottery and Sportsbetting Department, De Lotto, The Netherlands*

*Keynote speaker: Market Data, Sales figures, Sorbonne figures by **Christian KALB**, Director, CK Consulting, France*

Dialogue with the audience and the panellists

10:30 – 11:00 Coffee Break (Tappenbeck Foyer)



11:00 – 12:30

Regional Market Updates

- Africa by **Khalid FAHIM**, Sales & Operations Director, La Marocaine des Jeux et des Sports, Morocco
- North America by **Brad WIEBE**, Director Marketing, Western Canada Lottery Corporation, Canada
- South America by **Dr. Iuri RIBEIRO CASTRO**, National Manager, CAIXA Lotteries, Brazil
- Asia by **Hon. Patrick JAY**, Director of Trading, Hong Kong Jockey Club (HKJC), Hong Kong
- Europe by **Andreas MATTES**, Product Manager, Staatliche Toto-Lotto GmbH, Germany

Sportliga welcomes Euro 2012 by **Evgeniy VLASENKO**, General Director, MSL Ukraine & **Victoria TSOMAYA**, Marketing Director, MSL Ukraine

Dialogue with the audience and the panellists

12:30 – 13:30 Lunch (Room "Margriet, Irene & Christina")

13:30 – 14:15

Best practices in Livebetting by

- **Thomas VITTEAUT**, Clients Manager, La Française des Jeux, France
- **Stefano GIULIANI**, Quantitative Analyst, Lottomatica Group SpA, Italy

14:15 – 14:45

Dialogue with the audience and the panellists

14:45 – 15:15

Keynote Speaker: *Online private gaming companies and their player policies*, **Christian KALB**, Director, CK Consulting, France

15:15

End of the seminar, departure of the participants

All participants will receive a link to all presentations after the seminar.
Dress code for the whole seminar: casual sport

Before checking out, all participants are kindly requested to pay their personal extras such as minibar, phone, fax, as well as extra nights, etc.

Lausanne, May 13, 2013, ea