

hosted by



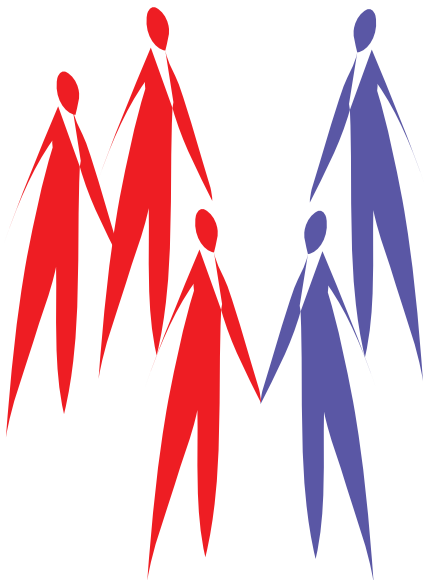
Lisbon / Portugal
June 2-4, 2014

industry ²⁰¹⁴ DAYS



200 GAMING

Stand Out
in the
Market Place



Premium



Preliminary Program:

Industry Days 2014, in its sixth edition, will situate the Lottery sector in the changing European gaming environment. In an increasingly busy arena where players and gamblers are surrounded by myriad gaming opportunities on many and diverse channels it is necessary to find a way to cut through all the “gaming noise” and stand out from the crowd. Irrespective of the status of the gaming provider - legal, quasi-legal or downright illegal - the end user will make a decision to purchase based on a hard-nosed evaluation of the perceived value of what is on offer from the various providers. Lotteries must be able to demonstrate that they have the best games, offered with the highest level of integrity and fairness, which raise substantial funds to support good causes. It is only with this genuine proposition of excellence of product, service and brand value that lottery companies can be guaranteed to stand out in the market place.

At the 2014 Industry Days, the three EL Premium Partner suppliers - GTECH CORPORATION, INTRALOT GROUP and SCIENTIFIC GAMES INTERNATIONAL - will show how to “stand out” by delivering excellence in service and facilities now and up to the year 2020. They will share details of successful games and facilities and will reveal their thoughts on future developments, particularly those based on new media.

The following main themes will be addressed by the three EL Premium Partner suppliers...

- **Leveraging the New Media, Multi-Jurisdictional Games, 2nd Chance Solutions and the Emergence of EITs: Building a Strategy for Greater Player Loyalty and Engagement**
- **Competing in the open market. Drivers of change that unlock the power of Lotteries to excel in a competitive market.**
- **Partnerships to Drive Innovation and Growth**

The Keynote address of the event will be delivered by Mr Jacques Séguéla, Advertising Legend and Author and a man who has not avoided the opportunity to be controversial during a lifetime in the public eye.

This EL Premium Partner/Supplier Day will be followed by a half day titled “Imagination Master Class” where a number of interesting and creative speakers and “involvements” will be organised to encourage participants to change the way they think about games, channels and their players.

In addition, a very exciting social program in interesting venues will allow the participants to network and enjoy Portuguese culture and hospitality.

Monday, June 2, 2014

Time	Activity	Notes
	Arrival of the participants	There are no organized transfers
	Dinner	Welcome dinner hosted by EL Premium Partners

Tuesday, June 3, 2014

Time	Activity	Notes
09:00 - 09:15	Opening and welcome addresses.	The seminar will be officially opened by a dignitary from Portugal and the EL President.

09:15 - 10:00



Keynote Speaker

Mr Jacques Séguéla, Advertising Legend and Author

10:00 – 10:45

Panel of Senior Management from EL Premium Partners/Suppliers

Moderated by Ray Bates

10:45 - 11:15

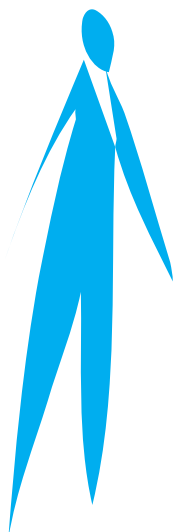
Break

11:15 - 12:30

PREMIUM PARTNER: SCIENTIFIC GAMES INTERNATIONAL



Leveraging the New Media, Multi-Jurisdictional Games, 2nd Chance Solutions and the Emergence of Electronic Instant Tickets: Building a Strategy for Greater Player Loyalty and Engagement

Experts from various segments of the industry weigh in on strategies for using multi-jurisdictional games, 2nd Chance solutions, emerging instant win games and more to attract new players to the Lottery, and encourage deeper player loyalty. The discussion will focus on the methodologies behind programs already in existence, and cover techniques that have proven successful, as well as those that have not.



- 12:30 - 14:00 Lunch
- 14:00 – 14:15 **Interview with Provedor (President) of Santa Casa, Mr. Pedro Santana Lopes**, former Prime Minister; former Lisbon Mayor; former President of Sporting Football Club.
- 14:15 - 15:30 **PREMIUM PARTNER: INTRALOT GROUP**
Competing in the open market. Drivers of change that unlock the power of Lotteries to excel in a competitive market.
 Lotteries are faced with a changing business environment with regulatory, customer and technology shifts. Europe is leading the way in setting new regulatory frameworks that impact the traditional operating practice, while new demographics and technology advances require a repositioning of the strategies ahead. Distinguished panelists will share their expertise on the key factors that will drive the Lotteries to excel in this new setup and maintain their leadership position.
- 15:30 – 16:00 Break
- 16:00 – 17:15 **PREMIUM PARTNER: GTECH CORPORATION**
Partnerships to Drive Innovation and Growth
 Discussion with Lotteries on innovative initiatives driving incremental revenue across traditional and interactive channels.
- 17:15 Wrap-up and closing of day sessions
- Evening Dinner hosted by the hosting Lottery:
 SCML: Santa Casa da Misericórdia de Lisboa

Wednesday, June 4, 2014

Time	Activity
	“Imagination Master Class”
	Keynote Speakers
09:00 – 09:40	“Innovation in Games” Philip Tan, Creative Director, MIT Game Lab, Boston
	
09:40 – 10:10	“Innovation through Gamification” Pedro do Carmo Costa, Director and co-Founder Exago, London
	
10:10 – 11:00	“Innovation Panel” Philip Tan Pedro do Carmo Costa Wojciech Szpil, CEO, Totalizator Sportowy, Poland Andy Duncan, Managing Director, Camelot Group, UK
11:00 – 11:30	Break
11:30 – 12:10	Crowdsource Instant Game Design Using a customised App, the participants will decide/agree the parameters of the “perfect” instant game.
12:10 – 12:30	“Imagine the future of State Lotteries in Europe” Philippe Vlaemminck, EL Legal Advisor and Bart Van Vooren, Professor in EU law
12:30	Wrap-up and closing of the Industry Days 2014



Who should attend: Lottery Managing Directors and Executives
Registration closing date: April 30, 2014

NO FEE WILL BE CHARGED FOR THE INDUSTRY DAYS
Participants cover only their accommodation costs

Registration: At the welcome desk located in the Hotel Park Atlantic Lisboa

Dress Code: Working days: business attire

**Accommodation:
And venue** **Hotel Park Atlantic Lisboa**
Rua Castilho, 149
1099-034 Lisboa / Portugal
Tel. +351 213 818 700
www.tiara-hotels.com

Room rates for	Single occupancy	Double occupancy
o DeLuxe	EUR 150.-	EUR 170.-
o Executive	EUR 180.-	EUR 200.-

Breakfast and tax included

No organised transfers.



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