

Lisbon, June 2-4 2014

PROGRAMME

MONDAY, JUNE 2, 2014

Arrival of the participants - No transfers will be organised

17.00-20.00 Seminar registrations at EL welcome desk in the hotel lobby (near the reception) – or the following day in front of the meeting room from 08.30

20.00 Cocktail followed by Dinner at the	ESTUFA FRIA LISBOA	Parque Eduardo VII http://estufafria.cm-lisboa.pt/
Dress code: casual and no high heels The Parque Eduardo VII is located in front of the hotel – follow the signs		
Premium		
Hosted by the EL Premium Partners		 

TUESDAY, JUNE 3, 2014 (Room COIMBRA A+B)

- 09.00-09.20 OPENING AND WELCOME ADDRESSES BY**
- Friedrich **STICKLER** - EL President
 - Pedro **SANTANA LOPES**, President of Santa Casa da Misericórdia de Lisboa
- Program Overview by Master of Ceremonies:** Ray **BATES**, Honorary President
- 09.20-09.35 INTERVIEW WITH PROVIDOR (PRESIDENT) OF SANTA CASA DA MISERICÓRDIA DE LISBOA**
Pedro **SANTANA LOPES**, former Prime Minister, former Lisbon Mayor & former President of Sporting Football Club
- 09:35-10:15 KEYNOTE SPEAKER**
Danny **MEKIC**, Young Entrepreneur, Internet and Technology Expert, Netherlands
Title: "Disruptive youngsters creating a new world"

"2020 Gaming: Stand out in the Market Place"

- 10.15-11.00 PANEL OF SENIOR MANAGEMENT FROM EL PREMIUM PARTNERS**
- Jim **KENNEDY**, EVP, Group Chief Executive Lottery, SCIENTIFIC GAMES CORPORATION
 - Ioannis **PANTOLEON**, Group Chief Operating Officer, INTRALOT GROUP
 - Connie **LAVERTY O'CONNOR**, Senior Vice President & Chief Customer Officer, GTECH CORPORATION

11.00-11.30 Networking Break in the Foyer

Premium



11.30– 12.45 **PREMIUM PARTNER: SCIENTIFIC GAMES INTERNATIONAL**

Leveraging the New Media, Multi-Jurisdictional Games, 2nd Chance Solutions & 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.

Panellists:

- Martyn **BAXTER**, Head of Instants, Camelot UK Lotteries Ltd.
- Rhydian **FISHER**, CEO, Instant Win Gaming Ltd
- Pam **LEE**, VP, Linked Games, MDI

Moderator: Rebecca **PAUL HARGROVE**, President & CEO, Tennessee Education Lottery Corporation

12.45–14.00 Lunch at restaurant

14.00-15.15 **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 panellists will share their expertise on the key factors that will drive the Lotteries to excel in this new setup and maintain their leadership position.

Keynote Speaker:

- Eurico **NOBRE**, CEO, OgilvyOne, Portugal

Panellists:

- Dermot **GRIFFIN**, Chief Executive, National Lottery Ireland
- Arjan **VAN'T VEER**, Member of the Board, Nederlandse Staatsloterij
- Heinz-Georg **SUNDERMANN**, Managing Director, LOTTO Hessen
- George **ZENZEFILIS**, Group Chief Products & Services Officer, INTRALOT GROUP

Moderator: Paul **JASON**, CEO, Public Gaming Research Institute

15.15-15.45 Networking Break in the Foyer

15.45-17.00 **PREMIUM PARTNER: GTECH CORPORATION**

Partnerships to Drive Innovation and Growth

Discussion with lotteries on innovative initiatives driving incremental revenue across traditional and interactive channels: Mobile Channel & SIM Lotteries - Implementation of tablet devices at retail - Maximising checkout lane sales including use of touchscreen & jackpot signage - Growth of Instant ticket category in retail in a competitive market - Interactive channel strategies - Responsible Gaming on VLTs.

Panellists:

- Jan Peder **STRØMSLID**, EVP Communication & Strategy, Norsk Tipping AS
- Robert **CHVÁTAL**, CEO & Member of the Board, SAZKA sázková kancelář a.s.
- Wojciech **SZPIL**, CEO, Totalizator Sportowy Sp. z.o.o.
- Arnaud **HERMESSE**, Director of Sales, Loterie Nationale Belgium

Moderator: Connie **LAVERTY O'CONNOR**, Senior Vice President & Chief Customer Officer, GTECH CORPORATION



17.00 Wrap-up and close of day by Master of Ceremonies

Evening hosted by 

19.15 Meeting in the lobby of the Hotel Tiara Park Atlantic & departure by bus

20.00 Arrival at the **PALÁCIO DE XABREGAS** - Rúa de Xabregas, 22-40
Cocktail followed by Dinner at 20.30

- *EL Responsible Gaming Certificates Ceremony*
- *Lottery Hall of Fame Ceremony*

Dress code: Business Attire

Bus will return at approx. 23.30

WEDNESDAY JUNE 4, 2014 (Room COIMBRA A+B)

“Imagination Master Class”

09.00-09.40

KEYNOTE SPEAKER

Philip **TAN**, Creative Director, MIT Game Lab, United States
Title: *“Innovation in Games”*

09.40-10.10

KEYNOTE SPEAKER

Pedro **DO CARMO COSTA**, Director & Co-Founder, Exago, United Kingdom
Title: *“Innovation through Gamification”*

10.10-11.00

INNOVATION PANEL

- Philippe **TAN**, Creative Director, MIT Game Lab, US
- Pedro **DO CARMO COSTA**, Director & Co-Founder, Exago, UK
- Wojciech **SZPIL**, CEO, Totalizator Sportowy Sp. z.o.o., Poland
- Andy **DUNCAN**, Managing Director, Camelot Group, UK

11.00-11.30 Networking Break in the Foyer

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”

By Philippe **VLAEMMINCK**, EL Legal Advisor & Bart **VAN VOOREN**, Professor in EU Law

12.30 Wrap-up and closing of the Industry Days 2014 (No transfers will be organised)

12.30 – 13.45 Lunch at the restaurant

The EL General Assembly will start at 14:00 at the Hotel Tiara Park Atlantic Lisboa (room Coimbra A+B)

