



PROGRAMME

SUNDAY, AUGUST 31, 2014

Arrival of the participants (no transfers will be organised)

ACCOMMODATION AND MEETING:

PULLMAN BORDEAUX AQUITANIA

Avenue Jean-Gabriel Domergue

33000 Bordeaux – France

Tel. : +33 556 69 65 10

www.pullmann-hotels.com

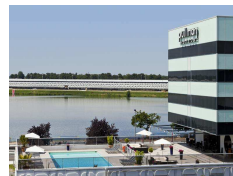
18:30 - 19:30 *ELU* working documents presented to the participants at the EL welcome desk located in the hotel lobby.

19:30 Cocktail

20:00 Dinner

**at the Hotel Pullman Bordeaux Aquitania
in the garden**

In case of bad weather, the evening will take place in the room FLORE.



General Secretariat

Avenue de Béthusy 36

CH-1005 Lausanne

T +41-21-311 30 25

F +41-21-312 30 11

info@european-lotteries.org

www.european-lotteries.org



MONDAY, SEPTEMBER 1, 2014

09:00 – 09:45 Meeting room: Montaigne B

Welcome addresses

Mr. Christophe **BLANCHARD-DIGNAC**,
President & CEO of La Française des Jeux &
EL 1st Vice-President

Mr. Friedrich **STICKLER**, EL President

Introduction of participants / objectives
Background to the Lottery business in
Europe

Mr. Tony **JONES**, EL Moderator

09:45 – 10:30

Monopolies in a Competitive World

ELU Keynote Speaker

Mr. Ray **BATES**, EL Honorary President

10:30 – 11:15

Future Challenges and Opportunities of the
Licensed Lottery and Sports Betting Operators

ELU Keynote Speaker

Mr. Reidar **NORDBY**, Jr.
Consultant, Nordby Associates, Norway

11:15 – 11:45 Coffee Break in the foyer

11:45 – 12:30

Strategic planning

Mr. Tony **JONES**

Lottery Structures

Including a Group Workshop *Case Study I*

12:30 – 13:15 Buffet lunch in room FLORE (1st floor)

13:15 – 15:15 Games

Introduction to Games

Mr. Ray **BATES**

Design a scratch game
including group presentations

Coffee Break during the working session

15:15 – 16:00

Multijurisdictional games and Internet games

ELU Keynote Speaker

Mr. Richard **BATESON**
Commercial Director, Camelot International, UK

16:00 – 16:45

Games on Internet, Mobile, New Channels

ELU Keynote Speaker

Mr. Martin **JEKL**
Managing Director, Austrian Lotteries - Win2day, Austria

16:45 – 17:30

Game strategy and *Case Study II*

Mr. Tony **JONES**

WINE TASTING NIGHT AT CHÂTEAU DU TERTRE

17:45 Departure from the hotel by bus

18:30 Visit of the Cellars

19:00 Wine tasting

20:15 Dinner



~23:30 Return to the hotel by bus

Dress code: casual with comfortable shoes

TUESDAY, SEPTEMBER 2, 2014**09:00 – 10:00**

New Technology Trends

ELU Keynote SpeakerMr. Georges **NAHON**

CEO R&D, France Telecom, San Francisco, USA

10:00 – 10:45Connecting with the consumer
via events and social media**ELU Keynote Speaker**Mr. Marc **FREDERIX**Director Marketing, Sponsoring & External Comm.
Loterie Nationale, Belgium**10:45 – 11:15 Coffee Break in the foyer****11:15 – 12:00**

Successes and core challenges in retail channels

ELU Keynote SpeakersMr. François **LEYDET**Business Ethics & Social Responsibility Manager
La Française des Jeux, France

Panel discussion

12:00 – 12:30

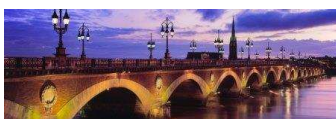
Panel discussion – Technology & Consumers

Mr. Tony **JONES****12:30 – 13:30 Buffet lunch in room FLORE (1st floor)****13:30 – 14:00**Social media – *Case study III*Mr. Tony **JONES****14:00 – 14:45**

Risk Management

ELU Keynote SpeakerMr. Martin **SUTTON**, Head of Corporate Assurance &
Compliance, Camelot Group, UK**14:45 – 15:30**Marketing Technique
and Brand Positioning**ELU Keynote Speaker**Mr. Marc **FREDERIX****15:30 – 16:00 Coffee Break in the foyer****16:00 – 16:30**Launching a new game
*Case Study IV*Mr. Tony **JONES****16:30 – 17:30**What if all goes wrong?
*Case Study V*Mr. Tony **JONES**

18:30 Departure from the hotel by bus

20:00 Dinner at the **CAFÉ DU PORT** 1 Quai Deschamps - www.lecafeduport.com

Evening sponsored by

***Guided visit of Bordeaux***

(Pont de Pierre, Place de la Bourse, Grand Théâtre, etc.)

Return to the hotel by bus at ~22:30

WEDNESDAY, SEPTEMBER 3, 2014**09:00 – 10:45**Corporate Social Responsibility
Case StudyMs Bettina **DI LELLO**, CSR Manager, Loterie Romande,
SwitzerlandMs Laura **DA SILVA**, Consultant, Silverfish CSR Ltd, UK

Discussion

10:45 – 11:15 Coffee Break in the foyer**11:15 – 12:30**Financial management and control
*Case Study VI*Mr. Tony **JONES****12:30 – 13:30 Buffet lunch in room FLORE (1st floor)****EXCURSION TO THE BASSIN D'ARCACHON**

14:00 Departure from the hotel by bus



Visit of Dune du Pyla and Bassin d'Arcachon (by boat)

Cocktail in Cap-Ferret "*Chez Boulan*"Dinner at restaurant "*Le Bouchon du Ferret*"

Return to the hotel by bus



THURSDAY, SEPTEMBER 4, 2014

09:00 – 10:00

Legal matters
“*The new legal scene: Future of the Lotteries*”
Discussion Q/A session

ELU Keynote Speaker

Mr. Philippe **VLAEMMINCK**
EL Legal Adviser

10:00 – 10:45

Lottery Positioning and Customer
Communication

Mr. Reidar **NORDBY**, Jr.
Consultant, Nordby Associates, Norway

10:45 – 11:15 Coffee Break in the foyer

11:15 – 12:00

Sports Betting

ELU Keynote Speakers

Mr. Christian **KALB**, Consultant, CK Consulting, France

12:00 – 12:30

Loyalty programmes from around the world

Mr. Reidar **NORDBY**, Jr.

12:30 – 13:00

Panel discussion – My Lottery from A to Z
All participants

Mr. Ray **BATES**
Mr. Reidar **NORDBY**, Jr.

13.00 – 14.00 Buffet lunch in room FLORE (1st floor)

14:00

Introduction to major *Case Study VII*
Work per team

Mr. Tony **JONES**

SOFT DRINKS WILL BE AVAILABLE IN THE MEETING ROOM

20:00 Dinner in room FLORE (1st floor)



FRIDAY, SEPTEMBER 5, 2014

09:00 – 11:00

Presentations Case Study

Jury:

Mr. Ray **BATES**

Mr. Reidar **NORDBY**, Jr.

Mr. Tony **JONES**

11:00 – 11:30 Coffee Break in the foyer
Please note that the latest check-out is 12:00

11:30 – 12:00

Feedback on group presentations

Closing remarks / conclusion of the *ELU* seminar

A snack will be served before departure in the **room FLORE (1st floor)**

Departure formalities

Each participant must settle his/her extras (phone, fax, mini-bar, additional nights etc.) prior to check-out.

A link to download the presentations will be sent by email afterwards.

Lausanne, August 18, 2014