

Hosted by
CAIXA
Loterias

Sports Betting Seminar of the Decade

June 22 - 25, 2014
Fortaleza / Brazil

GOOOOOOOOOAL!
**FIX YOUR
FOCUS
ON
FORTALEZA**



FOR THE BENEFIT OF SOCIETY

For more information and queries, please contact:

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Sports Betting Seminar of the Decade

June 22 – 25, 2014 Fortaleza, Brazil

GOOOOOOOOAL! Fix your Focus on Fortaleza

2014 being the year of the football World Cup, all eyes (and bets) will be turned to Brazil and we will be at the heart of the excitement to hear and share valuable information on sports betting and its opportunities, but also the threats relevant for our industry. On June 24, 2014, participants of the Sports Betting Seminar will have the unique opportunity to attend the qualifying game of teams in Group C – Greece against Ivory Coast. Tickets for this game are included in the seminar fee. We will also have the opportunity to watch other matches on television.

The WLA/EL/CIBELAE have joined forces to provide all our sports betting enthusiastic members with a memorable seminar, in a memorable location, on a most memorable occasion. Reputed speakers from within and beyond the lottery industry will share insights into sports betting relevant topics; we will dribble our way through live betting best practices from around the world; and our global suppliers will be challenged to deliver state of the art products to ensure we stay on the ball.

Highlights:

- Live betting action
- Addressing the integrity of sports competitions
- Regional market updates
- Discussions on hot topics – debates that will challenge participants for solutions surrounding topics such as “turnkey solutions” vs “do it yourself” ones.
- Fighting fraud internationally – the move from ELMS to a global monitoring system
- FIFA – “Organizing the World Cup”
- Networking opportunities

Don't hesitate a moment longer – register now as this highly popular seminar is rapidly filling up!

WHO SHOULD ATTEND?

Sports betting directors, lottery executives and collaborators responsible for sports betting, marketing and product development, odds compilers, associate members of the associations.

WHEN?

The seminar will start with a welcome dinner on the evening of Sunday, June 22, and end after lunch on Wednesday, June 25, 2014.

WHERE?

BLUETREE HOTEL (seminar venue)

Rua Dr. Atualpa Barbosa de Lima, 500
BR - 60115-015 - Meireles, Fortaleza - CE
Tel.: +55 85 4008-4008
www.bluetree.com.br

QUALITY HOTEL

Avenida Beira Mar, 2340
BR - 60165-121 - Meireles, Fortaleza - CE
Tel.: +55 85 3466-7100
www.qualityinn.com

Both hotels are the same category and accommodation at the seminar venue, Bluetree hotel, will be given on a first come first served basis. The Quality Hotel is a 20 minute walk from the seminar hotel.

LANGUAGE

The Seminar will be held exclusively in English. Translations into Spanish/Portuguese available.

COSTS

EL/WLA/CIBELAE Lottery Members
Lotteries non **EL/WLA/CIBELAE** Members
EL/WLA/CIBELAE Associate Members

3 nights
CHF 2'850.-
CHF 3'100.-
CHF 3'000.-

The fee includes three nights' accommodation from June 22 to 25, all meals, meeting rooms, technical assistance, working material and match ticket on June 24. Any extras are to be settled by each participant before checkout.

Due to the strict cancellation policy during the FIFA World Cup, cancellations will not be accepted after the issuing of your confirmation and invoice, which must be paid in full upon receipt and at the latest 30 days prior to the event. Should you not be able to attend, you may designate another person to replace you.

REGISTRATION

Please confirm your attendance to the General Secretariat no later than **March 31, 2014** by registering online through our website **www.european-lotteries.org**

The programme will be available on the EL, WLA and CIBELAE websites.

A written confirmation will be sent to you upon receipt of your registration, together with the corresponding invoice.

