



THE
EUROPEAN
LOTTERIES

FOR THE BENEFIT OF SOCIETY

Berlin / Germany
13 / 14 May 2014

Players' Cards

The development and introduction of a Player Card and supporting systems can have far reaching effects for a Lottery company. The resulting benefits for the player may be significant, as may be the benefits for regulators and other important stakeholders.

So, if it's universally so good then why haven't all Lottery companies already introduced such a service/facility?

- Some Lotteries have studied the introduction of Player Cards and have decided not to proceed for various reasons such as legal or marketing.
- Some Lotteries have introduced Lottery Loyalty Cards, which are not the same as Player Cards, but make available some of the functionality of player card systems, and can act as a "first step" in the process.
- And some Lotteries, such as Norsk Tipping, have completely embraced the concept by making Player Cards compulsory for all lottery games, except scratch cards.
- While there may be many benefits resulting from the introduction of Player Cards, it has to be accepted that there may also be some legal and corporate implications that may arise from their introduction.

Player Cards offer extensive player facilities (e.g. automatic crediting of winnings to the player) as well as possibilities for ancillary services to support and encourage responsible gaming practices, thereby providing players with an extensive "mirror" on their gaming behaviour. As a precursor to Player Cards, Lotteries may consider the introduction of Loyalty Cards which provide Lottery companies access to player data and information and offer an avenue for advertising and promotion.

The EL Player Workshop will be a perfect discussion forum to explore all of the implications of introducing Player Cards for Lotteries and sports betting. The best-in-field experience of early adopters in Scandinavia can be questioned and practical experiences and research results can be shared with colleagues from European Lotteries.

A legal perspective will be offered by Philippe Vlaeminck (EL Legal Advisor) which will also focus on the EC Anti-Money Laundering Directive which could have serious implications for Lotteries. As we will be in Berlin, there will be a number of presentations from German State Lotteries who have extensive experience in this area. Julian Price (Camelot), Chair of the EL and WLA Responsible Gaming Working Groups, will provide a responsible gaming perspective.

The Workshop will have an interesting mix of formal presentations, Q&A Sessions, as well as group discussions and breakout sessions on specific aspects of the subject.

WHO SHOULD ATTEND?

The workshop will be of interest to Lottery Managers and Senior Lottery Officers in Marketing, Sales, Corporate Affairs, Responsible Gaming, CRM, Player Relations, Social Media and Systems.

WHEN?

A welcome dinner will be held on the evening of Tuesday, May 13, 2014 at 20:00 with the workshop on Wednesday, May 14 from 9:00 to 17:00.

WHERE?

The venue for this meeting and accommodation will be at:

HOTEL ESTREL BERLIN

Sonnenallee 225 / DE – 12057 BERLIN

Tel: +49 30 6831 22577 - www.estrel.com

Transfers will not be organized.

LANGUAGE

The workshop will be conducted in English only.

COSTS

EL Lottery Members/Associate Members

1 night
EUR 650.-

Fee includes 1 nights' accommodation, welcome dinner, meeting room, technical assistance, working material.

REGISTRATION

Please confirm your attendance to the General Secretariat no later than **April 4, 2014** by registering online through our website: www.european-lotteries.org

The programme will be available on our website.

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