



THE
EUROPEAN
LOTTERIES

FOR THE BENEFIT OF SOCIETY

Players' Cards

Berlin / Germany
13 / 14 May 2014

Programme

The one-day Workshop will consist of a morning of presentations, including best-in-class experiences in Lotteries; Legal and Responsible Gaming implications of Player' Cards, and an exploration of data and analytical issues and solutions.

The afternoon will comprise workshops and discussions where the group will decide what related topics should be examined and debated.

Tuesday, May 13, 2014

Arrival of the Participants (no transfers will be organised)

A welcome dinner will be held at the hotel at 20:00 in the restaurant "*Sanssouci*"

Wednesday, May 14, 2014 Meeting room "*Paris*"

- 09:00 Welcome address by **Ray Bates**, Honorary President and EL Moderator
- 09:10 – 09:45 **Christopher O'Connell**, Manager for ID & Payment services, Norsk Tipping
The Norsk Tipping Players' Cards – Looking back and Looking forward
- 09:45 – 10:15 **Erika Siebeneck**, Product Manager Direct Marketing, LOTTO Hamburg GmbH
- 10:15 – 10:45 **Martin Roth**, Distribution Manager, LOTTO-Bayern
Player card for Oddset in Germany
- 10:45 – 11:15 Coffee break
- 11:15 – 11:45 **Julian Price**, Group Head of Corporate Responsibility, Camelot UK Lotteries Ltd.
Responsible Gaming with Players' Cards
- 11:45 – 12:15 **Philippe Vlaemminck**, EL Legal Advisor
Money Laundering and Players' Cards
- 12:15 – 14:00 Lunch in restaurant "*Atrium*"
- 14:00 – 14:40 **Dave Excell**, Founder, Feature Space, UK
Using data to respond to changes in your customers' behaviour
- 14:40 – 15:30 Workshop 1
- 15:30 – 16:00 Coffee break
- 16:00 – 17:00 Workshop 2
- End of the Workshop