

Sports Betting Seminar
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PROGRAMME

ACCOMMODATION & MEETING

Sofitel Warsaw Victoria

Krolewska 11 / 00-065 WARSAW
Tel.: +48 22 657 8011, www.sofitel.com

Tuesday, May 26, 2015

18:00 Working documents presented to participants at EL/WLA welcome desk in the lobby

19:00 Departure from hotel

Welcome event hosted by



Dinner & Totalizator Sportowy's 60th Anniversary Banquet (dress code: formal)

Wednesday, May 27, 2015 – Market & Technology (Meeting room: Belweder 2nd floor)

09:00 – 09:15 Welcome addresses:

- **Friedrich STICKLER**, EL President & WLA Member of the Executive Committee
- **Wojciech SZPIL**, CEO, Totalizator Sportowy Sp. z o.o., Poland

Moderator: Jean JØRGENSEN, WLA Executive Director

09:15 – 09:45 **KEYNOTE SPEAKERS**

Betting market development in Poland, by **Tomek NARLOCH**, Managing Director & **Katarzyna WAL**, Roland Berger Strategy Consultants, Poland

09:45 – 10:45 **Market Updates (inc. trends/new products/ developments)**

Regional Market Updates

- Africa by **Younès EL MECHRAFI**, General Director, La Marocaine des Jeux et des Sports, Morocco
- North America by **Louis BEAUDET**, Director Sports and Entertainment Betting, Loto-Québec, Canada
- South America by **Raphael DE CARVALHO SERRÃO**, Consultant, CAIXA ECONÔMICA FEDERAL, Brazil
- Asia by **Rupert BOLINGBROKE**, Executive Manager, Trading Operations, The Hong Kong Jockey Club (HKJC), Hong Kong

10:45 – 11:15 *Coffee Break*

11:15 – 12:30 **European Market Update**

- *EL Survey - Lotteries & Private Bookmakers*, by **Christian KALB**, Director, CK Consulting, France & **Walter DE BEAUVESIER WATSON**, Manager-Lottery & Sports Betting Department, De Lotto, Netherlands
- *Effects of re-regulation on the financing of sport*, by **Christian KALB**
- *The Impact of Lotteries as a Funding Source for European Sport*, presentation of SportEconAustria study by **Gernot UHLIR**, Management Assistant, Austrian Lotteries, Austria



Updates on regulatory markets

- Netherlands by **Walter DE BEAUVESIER WATSON**, Manager-Lottery & Sports Betting Department, De Lotto
- Germany by **Thomas HÄNSLER**, Head of Trading, Staatliche Lotterieverwaltung
- Sweden by **Lennart NILSSON**, Manager Gaming Development and Production, Svenska Spel
- Italy by **Raffaella LEONI**, Product Manager Betting, Sisal S.p.A

12:30 – 13:30 Lunch – hotel restaurant "Kitchen Gallery" on ground floor

Social Media & Mobile

13:30 – 15:15 **Go' mobile - Best Practices & Success Stories**

KEYNOTE SPEAKER

Full Funnel Marketing on Facebook by **Aidan O' CONELL**, Client Solutions Manager, Facebook, Ireland

Success Stories from Lotteries

- **Olivier VINET**, Sports Betting Adviser, Loterie Nationale, Belgium
- **Rupert BOLINGBROKE**, Executive Manager, Trading Operations, The Hong Kong Jockey Club (HKJC), Hong Kong
- **Alexis DE SAUGÈRE**, Retail Betting Marketing Manager, La Française des Jeux, France
- **Jens NIELSEN**, Sports Betting Manager, Danske Spil, Denmark

15:15 – 15:45 Coffee Break

15:45 – 16:45 **KEYNOTE SPEAKER**

Our right to win in social by **Cian MURPHY**, Head of B2B Services, Paddy Power

Panel Discussion between EL Premium Partners & WLA Platinum/Gold Contributors

"Best Customer Management Solutions for sports wagering"

- **Anders FRIGREN**, Head of Strategic Marketing, Communications & Market Research, IGT
- **Kevin ANDERSON**, VP Business Development, SCIENTIFIC GAMES
- **Chanoch BEN SIMCHON**, Group Betting Director, INTRALOT GROUP
- **Jonathan DOUBILET**, Head of Sports Operations, PLAYTECH

16:45 – 17:10 **KEYNOTE SPEAKER**

Responsible gambling (with)in the Danish elite sports, by **Inger NICOLAISEN**, Center for Compulsive Gambling/Positive Deviance Academy, Denmark

Questions & Discussions

Dinner hosted by



20:45 FINAL OF THE UEFA EUROPA LEAGUE at the National Stadium

(dress code: casual-sport)

17:20 meeting at the lobby
17:30 departure from the hotel by bus

return to the hotel by bus
Small Snack at the hotel



Thursday, May 28, 2015 – Integrity & Operations
(Meeting room: Belweder 2nd floor)

09:00 – 09:45 **KEYNOTE SPEAKER**

*The fight against match-fixing in the EU and Council of Europe – Recent developments by **Harri SYVÄSALMI**, Director at Ministry of Education and Culture, Finland, Chairman of the EU Expert Group “Match-Fixing”*

DEBATE OF THE DAY

09:45 – 10:30 **“Players’ Identification and Stake Limits – Pros & Cons”**

IN FAVOUR

- **Lennart NILSSON**, Manager Gaming Development and Production, Svenska Spel, Sweden
- **Thierry PUJOL**, Director of Risk Management & Security - Member of the Managing Board, Française des Jeux, France

AGAINST

- **Tatiana ALVITI**, Head of Betting Player Management, Lottomatica, Italy
- **Niels Erik FOLMANN**, CEO of Danske Licens Spil, Denmark

Discussion with the panellists

10:30 – 11:00 Coffee break

11:00 – 11:30 *“A Day at the Races”*

- **Andrea PISANO**, Head of Traders, Lottomatica, Italy
- **Sándor SZABÓ**, Senior Trader, Szerencsejáték Zrt., Hungary

Games & Innovation

11:30 – 12:00 *The simple bet by **Per Emil GRANMORKEN**, Brand Manager Sport, Norsk Tipping, Norway*

Other innovations – discussion with the audience

12:00 – 12:10 **Erik LÖGDBERG**, Chief Business Development Officer & Deputy CEO, Kambi Sports Solutions, UK

12:10 – 12:30 *Update on the globalisation of the ELMS, by **Jean JØRGENSEN***

13:00 – 14:00 Lunch – hotel restaurant “Kitchen Gallery” on ground floor

End of Seminar – Departure of the participants

All participants will receive a link to all presentations after the seminar.

Dress code for the whole seminar: casual sport (apart from the 1st evening)

Before checking out, all participants are kindly requested to pay their personal extras such as minibar, phone, fax, as well as extra nights, etc.