

Hosted by
CAMELOT

MARKETING SEMINAR 3 B'S OF LOTTERY MARKETING

FEBRUARY 8 – 10, 2017
LONDON, UK

An EL/WLA Event



Accommodation & venue

THE BLOOMSBURY HOTEL

16 – 22 Great Russell Street — London WC1B 3NN
t + 44 207 347 1000 & f + 44 207 347 1001
www.doylecollection.com

PROGRAMME

Wednesday, February 8 - Arrival of the participants (transfers will not be organized)

- 18:00 Working documents presented to participants at EL/WLA welcome desk in the Queen Mary Hall
18:00 - 20:00 Welcome Cocktail and Finger Food Buffet in the Queen Mary Hall (1st floor)

Thursday, February 9 - Meeting room George V

- 09:00 – 09:05 [Welcome and introduction to the seminar](#)
André Noël CHAKER, Moderator
- 09:05 - 09:15 [Welcome addresses by:](#)
- **Andy DUNCAN**, CEO, Camelot UK Lotteries Ltd., hosting lottery
 - **Hansjörg HÖLTKEMEIER**, EL President
 - **Jean-Luc MONER-BANET**, WLA President
- 09:15 - 10:00 **KEYNOTE BIG DATA**
Eric SEUFERT, Owner of Heracles, former VP of User Acquisition at Rovio, United Kingdom
Big Data in Customer Acquisition: Using Data to Effectively Target the Best Customers for your Game
- 10:00 - 10:45 **Big Jackpots - Panel Discussion**
Panel discussion on the marketing opportunities and challenges of Big Jackpot lottery games
- **Andreas KÖTTER**, CEO, WestLotto, Germany, Representative of the Eurojackpot group
 - **Jean-Luc MONER-BANET**, CEO, Loterie Romande, Switzerland, Representative of the EuroMillions group
 - **Gary GRIEF**, Executive Director, Texas Lottery Commission and President, Multi-State Lottery Association (MUSL), United States
 - **Kevin GASS**, VP Lottery Gaming, BCLC, Canada, Representative from LottoMax/MaxMillions
- 10:45 - 11:15 Coffee/Networking - Queen Mary Hall
- 11:15 - 11:55 **Andy DUNCAN**, CEO of Camelot UK Lotteries Ltd. and **Hansjörg HÖLTKEMEIER**, Member of the Managing Board, Deutsche Klassenlotterie Berlin, Germany
Jackpots, Communities and Data in the Lottery business
- 11:55 – 12:00 **EL Innovation Award**
Matt GODFREY, Chair of the EL Innovation Working Group, Head of Brand Strategy & Innovation, Camelot UK Lotteries Ltd, United Kingdom

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- 12:00 - 12:15 [“Boosting the 3 B’s” - EL Premium Partner & WLA Platinum Contributor: INTRALOT](#)
George VASSILARAS, Retail Group Director
- 12:15 - 14:00 Lunch - Queen Mary Hall
- 14:00 - 14:45 **KEYNOTE**
Nelson CABRAL, Leading Specialist on Leadership & Innovation and President of CABRAL Creative Leadership International Inc., Canada
Thinking Big - Boosting the three B's of Lottery Marketing
- 14:45 - 15:00 [“Preaching to the choir](#)
[The foundation of the 3 B’s” - EL Premium Partner & WLA Platinum Contributor: NOVOMATIC LOTTERY SOLUTIONS](#)
 - **Agnieszka RYLSKA**, Marketing Manager
 - **Pall PALSSON**, Senior Director of Corporate Innovation and Strategy
- 15:00 - 15:15 [“Boosting the 3 B’s” - EL Premium Partner & WLA Platinum Contributor: SCIENTIFIC GAMES](#)
Jennifer WELSHONS, Senior VP Marketing & Insights
- 15:15 – 15:45 Coffee/Networking - Queen Mary Hall
- 15:45 - 16:30 **Marketing Challenges & Opportunities in the US**
Gary GRIEF, Executive Director, Texas Lottery Commission and President, Multi-State Lottery Association (MUSL), United States
- 16:30 - 16:45 **Terri MARKLE**, President & CEO, TFL Publications, Inc. (publisher of La Fleur’s publications), United States
Fresh market data and trends



19:15: Departure from the hotel, 5 minutes' walk to:

STEPHEN STREET KITCHEN

- BFI –
21 Stephen Street, London, W1T 1LN

An evening hosted by **CAMELOT**

Friday, February 10 - Meeting room George V

- 07:00 - 08:15 **Optional:** Lottery Run in Hyde Park (Please register by email: laura@silverfish.fr)
- 09:00 - 09:45 **KEYNOTE – Giving a New Voice to Good Causes**
Prince Ea, Spoken word artist, poet, rapper and filmmaker, United States & **Richard BRON**, Chairman, Concorde Media Group, United Kingdom
- 09:45 - 10:15 **Peter ZÄLL**, VP Product & Marketing, Svenska Spel, Sweden
7 steps towards... Data driven business & marketing excellence!

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- 10:15 - 10:45 *Big Data and Big Communities: Two Lottery Cases*
- **May SCHEVE REARDON**, Executive Director, Missouri Lottery, United States
 - **Drew SVITKO**, Executive Director, Pennsylvania Lottery, United States

10:45 - 11:30 Coffee/Networking - Queen Mary Hall

- 11:30 - 11:45 [“Boosting the 3 B’s with Gamification” - EL Premium Partner & WLA Gold Contributor: PLAYTECH PLC](#)
- **Robin BOWLER**, Government Markets Director
 - **Boaz SHLEVIN**, Innovation Strategy Manager

- 11:45 - 12:15 **Johanna KOZUL**, Head of Sponsorship, Veikkaus Oy, Finland
Beneficiaries & the Lottery: Marketing Alliances with High Community Impact

- 12:15 - 12:30 [“Boosting the 3 B’s” - EL Premium Partner & WLA Platinum Contributor: IGT](#)
Sharon DUNCALF, VP International Marketing

12:30 - 14:00 Lunch - Queen Mary Hall

- 14:00 - 14:45 **Social Media & Advertising**
Shaan COELHO, Vice President of Account Strategy, VaynerMedia, United Kingdom

- 14:45 - 15:15 **CSR in Lottery Marketing**
Laura DA SILVA GOMES, Founder & Director, Silverfish CSR Ltd, United Kingdom
Boosting the 3 B’s responsibly

- 15:15 - 15:30 2017 EL Congress by **Jutta BUYSE**, EL Deputy Secretary General and **Maciej PALUCHOWSKI**, Manager, Partnerships & Events Department, Totalizator Sportowy, Poland

- 15:30 - 16:15 **KEYNOTE**
Jessica JACKLEY, Entrepreneur, Investor and Co-Founder of Kiva.org, United States
The Power of Community in Making the World a Better Place

- 16:15 Review and close

16:30 Departure Coffee/Networking – Queen Mary Hall

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

All presentations will be made available electronically to each participant after the seminar

Lausanne, February 2, 2017