

Hosted by



MAY 23 – 25, 2017
STOCKHOLM, SWEDEN

EL / WLA SPORTS BETTING SEMINAR

An EL / WLA Event



SUSTAINABLE SUCCESS IN SPORTS BETTING:

BE COMPETITIVE **BE RESPONSIBLE**

With sports betting potential being now leveraged with a wide range of possibilities offered by new digital solutions, internet, mobile devices, Lotteries need to be ready to embrace new possibilities, be modern, competitive and innovative, without compromising the integrity and sustainability of their operations.

This year's EL/WLA Sports Betting Seminar will be revolving around the key-themes of *competitiveness and differentiation*. EL and WLA have indeed put together a holistic and forward thinking programme for all Members interested in combining innovation and sustainability, being BIG in sports betting but also ensuring the highest level of responsibility of operations and preventing any criminal infiltration, fraud or risk.

Experts from all world regions, coming from both the lottery sector and beyond, will be on hand to share their knowledge, expertise, lessons learnt and experiences.

HIGHLIGHTS OF WHAT YOU CAN EXPECT AT THE SEMINAR

- Updates from around the world on trends, new products and developments as well as on regulatory matters
- A high-level session on "Sports Betting Regulation & Re-regulation in the Nordics"
- Experiences, operational information and insights in e-sports betting, and daily fantasy sports betting
- Innovation in sports betting
- Best Practices in Bonus campaigns
- Experiences from 24/7 sports betting operations
- Sports Integrity and risk management issues
- Insights by WLA/EL Contributors/Partners on matters related to "competitiveness and differentiation" in sports betting

As every year, the joint EL/WLA Sports Betting Seminar is held in conjunction with a major football event, and this year, it will be a **UEFA EUROPA League Final at the Friends Arena in Solna on Wednesday 24 May 2017**, and as usual, seminar participants get tickets to the match as part of the registration package.

The number of tickets is limited, so register early to secure your place!

WHO SHOULD ATTEND?

Sports betting directors, lottery executives and collaborators responsible for sports betting, marketing and product development, odds compilers.

WHEN?

The seminar will start with a welcome dinner on the evening of Tuesday, 23 May and end on Thursday, 25 May 2017 at around 13:00 followed by lunch.

WHERE?

ACCOMMODATION & SEMINAR VENUE

QUALITY HOTEL GLOBE

Arenaslingan 7

SE - 12126 Stockholm

t +46 8 686 63 00

<http://quality-hotel-globe-stockholm.hotel-ds.com>

Airport transfers are not organised.

LANGUAGE

The Seminar will be conducted exclusively in English.

COSTS

2 NIGHTS | 23 - 25 MAY 2017

EL/WLA Lottery Members

2'300.- CHF

Non EL/WLA Lottery Members

2'750.- CHF

EL/WLA Associate Members

2'500.- CHF

The fee includes two nights' accommodation, all meals, meeting rooms, technical assistance and working material. Extra nights on request only and if confirmed are to be paid directly at the hotel.

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **10 April 2017** by registering online through our website www.european-lotteries.org.

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

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