

# EL / WLA SPORTS BETTING SEMINAR



An EL / WLA Event



## ACCOMMODATION & SEMINAR VENUE

### QUALITY HOTEL GLOBE

Arenaslingan 7 - SE - 12126 Stockholm

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

## SUSTAINABLE SUCCESS IN SPORTS BETTING:

BE COMPETITIVE       BE RESPONSIBLE

### PROGRAMME

#### Tuesday, May 23, 2017

Arrival of participants (transfers will not be organized)

17:15 Working documents presented to participants at EL/WLA welcome desk in the lobby of the Hotel

18:45 Departure by bus

20:00 Dinner at



(Kungsgatan 65, Stockholm)

Evening hosted by



21:30 Networking and Casino visit

22:15/23:00 Bus transfer to hotel

#### Wednesday, May 24, 2017 (meeting room: Stora Stjärnrummet- 11<sup>th</sup> floor)

09:00 – 09:15 Welcome addresses:

- **Torbjørn ALMLID**, Chairman of EL Sports Committee
- **Philip SPRINGUEL**, WLA Executive Director
- **Fredrik WASTENSON**, VP Products and Services, Svenska Spel, Sweden

09:15 – 09:30 **INTRODUCTION TO THE PROGRAMME, AND THE MAIN FOCUSES:  
COMPETITIVENESS & DIFFERENTIATION**

**Jens NIELSEN**, Sports Betting Manager, Danske Spil, Denmark - *Moderator*

09:30 – 10:45 **Market Updates (inc. Trends/new Products/ Developments)**

#### **Regional Market Updates**

- Africa, by **Khalid FAHIM**, Sales & Operations Director, La Marocaine des Jeux et des Sports, Morocco
- North America, by **Greg PAOLINI**, Manager, Enterprise Sports, BCLC, Canada

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- South America, by **Francisco Javier MAFFEI**, Key Account Manager, Polla Chilena, Chile
- Asia, by **Rupert BOLINGBROKE**, Head of Trading, The Hong Kong Jockey Club (HKJC), Hong Kong

10:45 – 11:15 Coffee Break

11:15 – 11:40

## European Market Update

- *EL Survey - Lotteries & Private Bookmakers*, **Christian KALB**, Director, CK Consulting, France & **Walter DE BEAUVESIER WATSON**, Manager-Lottery & Sports Betting Department, Nederlandse Loterij, The Netherlands

11:40 – 13:00

## Sports Betting Regulation & Re-regulation in the Nordics

Session moderated by **Walter DE BEAUVESIER WATSON**, Chairman of EL Sport Working Group

- **Norway**: the new Government Policy on Gambling and Implications on Sports Betting, by **Åsne HAVNELID**, CEO, Norsk Tipping, Norway
- **Finland**: Strengthening the Monopoly, by **Sami KAUFANEN**, VP, Sports, Horses and Table Games, Veikkaus OY, Finland
- **Denmark**: 6 Years of Experience in an Open Market: Experiences & Lessons learnt by **Niels ERIK FOLMANN**, CEO, Danske Licens Spil, Denmark
- **Sweden**: Towards a new Regulatory Environment & Implications on Sports Betting, by **Fredrik WASTENSON**, VP Products and Services, Svenska Spel, Sweden

## Discussions with the panel and the audience

13:00 – 14:00 Lunch (Hotel Restaurant – 7<sup>th</sup> floor)

14:00 – 15:45

## Daily Fantasy Sports

- *Daily Fantasy Sports: The Experience of SAZKA in Czech Republic*, by **Petr DOLEJS**, Product Manager, SAZKA A.S. & **Viktor PECHA**, iGaming & Fantasy Sport Product Manager, SAZKA A.S, Czech Republic

## Sports Betting - New Variations

- *"Betsnaps" – Combining Innovative Sports Betting with Social Media*, **Helmut LÖSCHENBERGER**, Head of Sports Betting International, Austrian Lotteries, Austria

## eSports

- *An Overview of the eSports Market (regulation, market, data)*, by **Andrew GELLATLY**, Head of Global Research Services, Gambling Compliance, UK
- *Discussions. Facts and Challenges in view of launching eSports betting*, by **Per Emil GRANMORKEN**, Brand Manager Sport, Norsk Tipping, Norway
- *Organising eSports Competitions*, by **Pierre BROUSSEAU**, Strategy & Corporate Development, Française des Jeux, France



## **Debate of the Day: Business & Ethical Considerations on eSports Betting**

moderated by EL Sport Executive Secretary, **Vagelis ALEXANDRAKIS**

- ✓ **Jens NIELSEN**, Sports Betting Manager, Danske Spil, Denmark
- ✓ **Per Emil GRANMORKEN**, Brand Manager Sport, Norsk Tipping, Norway
- ✓ **Pierre BROUSSEAU**, Strategy & Corporate Development, FDJ, France

Discussion with the audience

15:45 – 16:00 Coffee Break

16:00 – 17:00

### **Sports Integrity Session**

*Bet Types & Risk Matrix*, by **Thierry PUJOL**, Director of Sports Integrity & Special Advisor to the President, Française des Jeux, France

*White book on the prevention of the criminal risks linked to sports betting*, by **Christian KALB**, Director, CK Consulting, France & **Pim VERSCHUUREN**, Research Fellow, IRIS, France

*GLMS: Cooperating with Sport Organisations & Members*

- **Chris RASMUSSEN**, GLMS Coordinator
- **Per CARLANDER**, Head of Live Sports Trading & Sportsbook Integrity, Svenska Spel, Sweden

**17:20** departure from the hotel by foot (3 min. walk)

**17:30** Dinner at O'Leary's



Arenaslingan 6, Johanneshov  
[www.olearys.se](http://www.olearys.se)

**20:45** UEFA Europa League Final 2017



AJAX



MANCHESTER UNITED

Friends Arena, Solna

**19:15** Transfer to the stadium by buses and return to hotel after match.

## **Thursday, May 25, 2017 (meeting room: Stora Stjärnrummet – 11<sup>th</sup> floor)**

**09:00 – 10:30**

### **Partners' Corner: Discussion on Competitiveness & Differentiation**

Session moderated by **Torbjørn ALMLID**, Chairman of EL Sports Committee, and **Zoltan HORVATH**, Sports Betting Director, Szerencsejáték, Hungary

- SCIENTIFIC GAMES: **Kevin ANDERSON**, VP Business Development
- INTRALOT: **Chanoch BEN SIMCHON**, Group Director Betting Operations
- IGT: **Anders FRIGREN**, Director of Sports Betting
- PLAYTECH Sports: **Dietmar WIESINGER**, Chief Commercial Officer



- NOVOMATIC LOTTERY SOLUTIONS: **Dusan JOVANOVIC**, Product Manager – Sports Betting
- KAMBI (Semi-Premium Partner): **Joni HOVI**, Executive Director, State Lottery Business

## Discussions with the panel and the audience

10:30 – 11:00 Coffee Break

### 11:00 – 12:45 **Sustainable Competitiveness & Differentiation in Sports Betting**

- *Differentiation in Pricing Odds and Risk Management*, by **Niko MARTTINEN**, Product Manager of Fixed Odds Sports Games, Veikkaus OY, Finland
- *Marketing Strategies in a Low Pay Out Scenario: the experience of Polla Chilena*, by **Francisco Javier MAFFEI**, Key Account Manager, Polla Chilena, Chile
- *CRM Activities & Campaigns: The Experience of OPAP*, by **Athanasios RIGAS**, Sports Betting / Trading Director, OPAP SA, Greece
- *How algorithms can help sustaining a competitive Sports Betting Offer*, by **Stefano GIULIANI**, Head Of Quantitative Analytics, Lottomatica, Italy
- *Cash-Out. Experience by a Lottery and Comparison with Bookmakers*, **Frederik SKOV**, Product Manager, Danske Spil, Denmark
- *Operationalising the Contribution to Grassroots Sport*, by **Edvard LYSNE**, Head of Corporate Affairs, Norsk Tipping, Norway

12:45 – 13:00 Closing Remarks and Updates on EL Sport Upcoming Initiatives by **Torbjørn ALMLID**, Chairman of EL Sport Committee, and **Walter DE BEAUVESIER WATSON**, Chairman of EL Sport Working

13:00 – 14:00 Lunch – Hotel Restaurant (7<sup>th</sup> 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

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