

MARKETING SEMINAR
**THE BIGGEST TREND IN
MARKETING IS SMALL!**

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 7 - Arrival of the participants (transfers will not be organized)

18:00 - 21:00 Working documents presented to participants and Women in Lottery Leadership (WILL) Welcome Cocktail & Buffet Dinner (The Queen Mary Hall, 2nd floor. Note: Welcome Cocktail & Buffet Dinner open to all participants)

Thursday, February 8 - Meeting room George V

09:00 - 09:05 **Welcome & Introduction to the Seminar**
Karen CONNELL, Moderator

09:05 - 09:15 **Welcome Addresses:**

- **Richard BATESON**, Commercial Director, Camelot UK Lotteries Ltd.
- **Arjan VAN'T VEER**, EL Secretary General
- **Jean-Luc MONER-BANET**, WLA President

09:15 - 09:30 *The Biggest Trend in Marketing is SMALL!*
Karen CONNELL, Moderator

09:30 - 10:15 **KEYNOTE**
The Storytelling Dilemma - How Many Stories Does it Take to Engage Me?
Jon DUSCHINSKY, Social Innovator, Canada

10:15 - 11:00 **The Future of Storytelling in the Digital Age**

- *From Mass to Personalised, Winning with Video Through your Customer's Journey*
Yan KETELERS, Head of Video Strategy & **Jordan HAGAN**, Video Strategy Educator, StoryME, Belgium/UK
- *Virtual Reality & Enhanced Reality: How to Use New Technologies to Enhance Consumer Experiences*
Kevin ALDERWEIRELDT, Founder, Cousteau, Belgium/California

11:00 - 11:30 Coffee/Networking - Queen Mary Hall

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- 11:30 - 11:45 *How Games Can Speak to what People Want to Hear*
Sue VAN DER MERWE, Managing Director, Lotteries & Keno, Tabcorp, Australia
- 11:45 - 12:00 EL Premium Partner & WLA Platinum Contributor - SCIENTIFIC GAMES
Digital Consumer Engagement Programs – How Targeting Small Leads to Big Opportunities
Amy HILL, VP Digital Content Studio
- 12:00 - 12:45 **How to Reach the Hard to Reach: Engaging & Adapting to Community Needs**
- **Chester KING**, CEO, British Esports Association, UK
 - **Marie-Claudette LALONDE**, Senior Director of Strategy & Marketing Communication, Loto-Québec, Canada
 - **Katherine ARDIZONE**, Head of Communication, BetSnap / Österreichische Lotterien, Austria
 - **James POLLOCK**, Co-Founder & Chief Marketing Officer, Tifosy, UK
- 12:45 - 13:00 EL Premium Partner & WLA Platinum Contributor – IGT
Think Small – No Retailer? No Cash? No Paper? No Problem!
Sharon DUNCALF, VP Marketing Operations
- 13:00 - 14:15 Lunch - Queen Mary Hall
- 14:15 - 15:00 **KEYNOTE**
How to Cut Through & Engage in this Hyper Connected & Cluttered World, Where Attention, Let Alone Brand Engagement, Are Extremely Hard to Come By
Huib VAN BOCKEL, Founder of TENZING Natural Energy, Ex-Head of Marketing for Red Bull Europe & Voted Top 100 Marketing Leaders in the World, UK
- 15:00 - 15:30 **CEOs Panel Discussion: the Future of Media Planning in Lotteries**
- **Robert CHVÁTAL**, CEO, SAZKA a.s., Czech Republic
 - **Tom DELACENSERIE**, President & CEO, Kentucky Lottery Corporation, USA
 - **Richard BATESON**, Commercial Director, Camelot UK Lotteries Ltd., UK
- 15:30 - 16:00 Coffee/Networking - Queen Mary Hall
- 16:00 - 16:20 *Merger from Marketing & Brand Perspective: How Did Veikkaus Merge 3 Corporations with Portfolios of Over 200 Games*
Suvituuli TUUKKANEN, Vice President, Brand & Marketing, Veikkaus Oy, Finland
- 16:20 - 16:35 EL Premium Partner & WLA Gold Contributor – PLAYTECH PLC
Real-time Engagement: Big Potential in a Small Window
Robin BOWLER, Government Markets Director & **Shelley HARDING-BAN**, Head of Engagement
- 16:35 - 16:50 *Speaking to what People Want to Hear: Connecting the Dots with Data Points*
Sarah TAYLOR, Executive Director, Hoosier Lottery, USA
- 16:50 - 17:00 **Wrap up of the Day**
Karen CONNELL, Moderator

Evening hosted by **CAMELOT**19:15 Departure from the hotel to the restaurant
(2 minutes by foot)

TAS
Bloomsbury Street 22
London

Friday, February 9 - Meeting room George V

- 09:00 - 09:05 **Opening**
Karen CONNELL, Moderator
- 09:05 - 09:40 *Story Mis-telling & How Not Become Fake News*
Dr. Laura Sophie DORNHEIM, Head of Communications, Eyeo & Adblock Plus, Germany
- 09:40 - 10:00 *When Legend Becomes Fact, Print the Legend*
Charles McINTYRE, Executive Director, New Hampshire Lottery Commission, USA
- 10:00 - 10:45 **KEYNOTE**
Turning Fear into Trust to Build a Credible & Successful Business
Jon DUSCHINSKY, Social Innovator, Canada
- 10:45 - 11:00 EL Premium Partner & WLA Platinum Contributor - NOVOMATIC LOTTERY SOLUTIONS
The Power of the Grassroot Movement. How Energizing the Grassroot Can Revitalize & Revolutionize Companies
Frank CECCHINI, Chief Executive Officer
- 11:00 - 11:30 Coffee/Networking - Queen Mary Hall
- 11:30 - 12:15 **KEYNOTE**
Voice of the Retailer. Be Relevant in Retail
Alan O'NEILL, The Change Agent, Ireland
- 12:15 - 12:30 EL Premium Partner & WLA Platinum Contributor - INTRALOT
Personalization in Retail
George VASSILARAS, Retail Group Director
- 12:30 - 12:50 *Small Data – It's All in the Analytics & What You Do with Them*
Ellen VAN DEN BERGHE, Business Development & Innovation Manager, Loterie Nationale, Belgium
- 12:50 - 13:00 *Societal Marketing & Social Innovation*
Beata GUZIK, Director EU Public Affairs & **Philippe VLAEMMINCK**, Managing Partner, Pharumlegal, Belgium

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FEBRUARY 7 – 9, 2018
LONDON, UK

13:00 - 13:20

The Future of Single Market Games

Dato' Lawrence LIM Swee Lin, Chief Executive Officer, Magnum Corporation Sdn Bhd,
Malaysia

13:20 - 13:30

Review & Close

Karen CONNELL, Moderator

13:30 - 15:00

Departure Lunch/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.

February 2, 2018