



WINNING IN SPORTS BETTING


Accommodation & venue

NOVOTEL LYON GERLAND
 70, Avenue Leclerc
 FR – 69363 LYON
 t +33 4 72 71 11 11

Accommodation only

IBIS LYON GERLAND
 68, Avenue Leclerc
 FR – 69007 LYON
 t +33 4 78 58 30 70

PROGRAMME

Tuesday, May 15

Arrival of participants (transfers will not be organized)

17:00 Working documents presented to participants at EL/WLA welcome desk in the **Novotel hotel lobby**

- 19:30 Departure from the hotel by bus
- 20:00 Dinner at **LE SELCIUS**
43, Quai Rambaud - Lyon
- ~22:30 Return to the hotel by bus



Evening hosted by



Wednesday, May 16 (Meeting room: "FACTORY" – ground floor)

09:00 – 09:15

Welcome Addresses

- **Gilles MAILLET**, Director of Sport Integrity, Hosting Lottery
- **Alvise ANGELINI**, EL
- **Younès EL MECHRAFI**, WLA

09:15 – 09:20

Introduction to the Programme & the Main Focuses

Walter DE BEAUVESIER WATSON, Executive Chair of the EL Sport Working Group, The Netherlands – Moderator

Market Updates (inc. Trends/New Products/ Developments)

Regional Market Updates – Experiences, Updates & Lessons Learnt

09:20 – 09:50

The US Market: **Mark HICHAR**, Chair of Gaming Law Practice Group, Hinckley Allen Firm, USA

09:50 – 10:20

The South American Market: **Gabriela PEDROSA**, Executive Manager, Caixa Econômica Federal, Brazil

10:20 – 10:50

The Canadian Market: **Louis BEAUDET**, Director - Sports & Entertainment Betting, Loto-Québec, Canada



10:50 – 11:00 **EL Premium Partner & WLA Platinum Contributor – IGT**
Paul MEARS, RVP, EMEA

11:00 – 11:30 Coffee Break - foyer

European Market Update

11:30 - 12:15 *EL Survey - Lotteries & Private Bookmakers*, **Christian KALB**, Director, CK Consulting, France & **Walter DE BEAUVESIER WATSON**, Executive Chair of the EL Sport Working Group, The Netherlands

12:15 – 12:30 **Discussion with the panel & the audience**

12:30 – 12:40 **EL Premium Partner & WLA Platinum Contributor – SCIENTIFIC GAMES**
Nikos KONSTAKIS, VP Sportsbook & Trading

12:40 – 13:45 Lunch – catering area on ground floor

Winning in Retail: Bringing the Retail Shop in the Digital Future

Digitalisation of the Store & Omni/Multi-channel Experience: (Short Presentations of Best Practices)

13:45 – 14:00 *Digitalization of Sports Betting in Retail – The Greek Experience*, **Athanasios RIGAS**, Sports Betting & Trading Director, OPAP S.A., Greece

14:00 – 14:15 *Digitalisation of the Store, the Italian Experience*, **Stefano GIULIANI**, Head of Quantitative Analytics, Lottomatica, Italy

14:15 – 14:30 *Modernizing the Retail User Experience*, **Frederik SKOV**, Product Manager, Danske Spil, Denmark

14:30 – 14:45 *Modernising the Retail Network – Bringing the Retail Shops into the Digital Future*, **Kevin KHOO**, Manager Channels Planning, Singapore Pools Limited, Singapore

14:45 – 15:00 **Panel Discussion:** Can Retail Survive the Digitalisation – Possibilities, Opportunities & Challenges

- ✓ *How Long Will Be the Most Important Sales Channel*
- ✓ *How to Keep this Channel Strong*
- ✓ *Is it Possible to Make Retail Stores Attractive to the Younger Generations*

15:00 – 15:15 Coffee Break - foyer

Winning & Innovating Tradition: Pools Betting

15:15 – 15:35 *Svenska Spel Odds & Challenge*, **Lennart NILSSON**, Senior Strategist for Products & Services & **Ola CARLSSON**, Product Developer Sports, Svenska Spel, Sweden

15:35 – 15:45 **Discussion with the audience**

15:45 – 15:55 **EL Premium Partner – PLAYTECH PLC**
Jonathan DOUBILET, Director, Corporate Development



15:55 – 16:55 **Sports Integrity Session: How the Monitoring of Betting Patterns Can Be of Best Value for National Platforms, Sport & Law Enforcement**

- **Ludovico CALVI**, President, GLMS
 - **Friedrich MARTENS**, Head of OM Unit PMC, International Olympic Committee
 - **Cassandra FERNANDES**, Senior Project Officer/Jurist, Council of Europe
 - **Claudio MARINELLI**, Criminal Intelligence Officer – Project Manager, INTERPOL
 - **Gilles MAILLET**, Director of Sport Integrity, Française des Jeux
- Moderated by **Giancarlo SERGI**, General Secretary, GLMS

17:30 Departure from the hotel by foot (15 min.)

19:00 Transfer to the stadium by bus

17:45 Dinner at **Ninkasi**

267, Rue Marcel Mérieux - Lyon

Take your ticket & passport / ID to enter the stadium !!

20:45 **UEFA Europa League Final 2018**
(Parc Olympique Lyonnais, Décines-Charpieu)



Olympique de Marseille

Atlético Madrid

Return to the hotel by bus after the match

Thursday, May 17 (Meeting room: "FACTORY" – ground floor)

Sponsoring Activation & Society Engagement

09:00 – 09:25 *Engagement around 2018 Winter Olympics*, **Byungam LEE**, Odds Compiler, Ktoto Co., Ltd., Republic of Korea

09:25 – 09:50 *2018 European Men's Handball Championship & Beyond*, **Domagoj ALERIĆ**, Marketing Director, Hrvatska Lutrija d.o.o., Croatia

09:50 – 10:10 **Discussion with the panel & the audience**

10:10 – 10:20 **EL Semi-Premium Partner - KAMBI**

Joni HOVI, Executive Director, GRL

Winning the Future – Lessons Learnt (Part 1)

Winning in eSports

10:20 – 10:40 *Danske Spil, The On-going Experience of an Award-winning Lottery in eSports Betting*, **Jens NIELSEN**, Head of Sports Betting, Denmark

10:40 – 11:00 *Offering a Free eSports Betting to Engage New Audiences*, **Fabien BARON**, eSports Project Manager, Française des Jeux, France



11:00 – 11:30 Coffee Break - foyer

Winning the Future – Lessons Learnt (Part 2)

Winning in Virtual

11:30 – 11:50 *Winning on Virtual*, **Athanasios RIGAS**, Sports Betting & Trading Director, OPAP S.A., Greece

Winning in DFS

11:50 – 12:10 *Updates from SAZKA a.s.*, **Viktor PECHA**, iGaming & Fantasy Sport Product Manager & **Petr DOLEJŠ**, Product Manager Sazkabet, Czech Republic

12:10 – 12:30 *Updates from Danske Spil*, **Jens NIELSEN**, Head of Sports Betting, Denmark

Innovation in Sports Betting

12:30 – 12:50 *The New Veikkaus 16 Months after the Merger: Changes & Surprises*, **Sami KAUKANEN**, Vice President Sports, Horses & Table Games, Veikkaus Oy, Finland

12:50 – 13:10 *Betting on Demand – A new Product in the Italian Market*, **Francesco TARICONE**, Retail Betting Product Manager, Sisal S.p.A., Italy

EL Premium Partner & WLA Platinum Contributor – INTRALOT

Bill DEMAKAKOS, Group Director of Betting

13:20 – 13:30 Closing Remarks

13:30 Lunch – catering area 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

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

Lausanne, May 18, 2018, ea/h/EL Sport WG/WLA