

APRIL 18 – 19, 2018  
GENEVA, SWITZERLAND

# KNOWLEDGE SHARING SEMINAR

An EL Event

THE  
EUROPEAN  
LOTTERIES

FOR THE BENEFIT OF SOCIETY

## KNOWLEDGE SHARING 2.0

Accommodation & venue

NOVOTEL GENÈVE CENTRE

Rue de Zurich 19 | CH - 1201 Geneva

t +41 22 909 90 00

[www.accorhotels.com](http://www.accorhotels.com)

### PROGRAMME - ONLY FOR LOTTERY MEMBERS

#### Wednesday, April 18, 2018

|             |   |
|-------------|---|
| Morning     | Arrival of the participants (transfers will not be organised)                 |
| 11:00-12:00 | Working documents will be presented to participants in the lobby of the hotel |
| 12:00-13:00 | Lunch at the hotel's restaurant (ground floor)                                |

#### Meeting Room "Steve" (floor -1)

|             |   |
|-------------|---|
| 13:00-13:10 | Welcome Address by <b>Arjan VAN'T VEER</b> , EL Secretary General   |
| 13:10-13:20 | Introduction to the seminar by <b>Václav ŠTEPÁN</b> , Moderator   |
| 13:20-13:50 | <b>Keynote Speaker</b><br>Presentation on Global Gaming Market Trends<br><b>David HENWOOD</b> , Director, H2 Gambling Capital, UK |

#### EL REPORTS

|             |   |
|-------------|---|
| 13:50-14:00 | Introduction on the EL Reports 2016<br><b>Václav ŠTEPÁN</b> , Moderator   |
| 14:00-14:20 | Methodology Applied & Changes in Time<br><b>Gregory MAES</b> , Business & Financial Controlling Management,<br>Loterie Nationale, Belgium |
| 14:20-14:40 | Reports Summary<br><b>Václav ŠTEPÁN</b> , Moderator   |

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14:40-15:00 Insightful Analysis on Online Games  
**Valtteri MERIKALLIO**, Research Manager, International Business Development, Veikkaus Oy, Finland

15:00-15:30 Coffee Break

15:30-15:50 Insightful Analysis on Draw-based Games  
**Daria BAZYDLO-EGIER**, Phd, Project Manager, Strategy Office, Totalizator Sportowy Sp. Z o.o., Poland

15:50-16:10 Insightful Analysis on Instant Games  
**Lucile GOULARD**, International Market Intelligence Manager, & **Baptiste BROUSTE**, International Relations Officer, Française des Jeux, France

16:10-16:30 Insightful Analysis on Sports Betting  
**Gergely KOPPÁNY**, Deputy Director - Interactive Games & Development, Szerencsejáték Zrt., Hungary

16:30-17:10 Future EL Reports  
Feedback Session – Your Chance to Inspire!

17:10-17:30 Wrap-up, by **Václav ŠTEPÁN**, Moderator

### WELCOME EVENING

Departure from the hotel at 19:45  
(5 minutes' walk)



20:00 Dinner at the **Restaurant Edelweiss** | Place de la Navigation 2, Geneva

### Thursday, April 19, 2018 (Meeting Room "Steve")

09:00-09:10 Introduction to the 2<sup>nd</sup> Day, by **Václav ŠTEPÁN**, Moderator

09:10-09:40 **Keynote Speaker**  
Social Listening (Related to Big Data)  
**Miklós ZARÁND**, Director, PwC, Hungary

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## KNOWLEDGE SHARING 2.0

### EL INFO HUB

- 09:40-10:00 Introduction to the EL INFO HUB  
**Václav ŠTEPÁN**, Moderator
- 10:00-10:20 Live Demo – Presentation of the EL INFO HUB Main Sections  
**Mélissa JACQUÉRIOZ**, EL INFO HUB Coordinator

10:20-10:50 Coffee Break

- 10:50-11:10 Importance of Compliance in Knowledge Sharing  
**Sandrine MATHIEU**, Competition & Privacy Lawyer, Pharumlegal, Belgium
- 11:10-11:30 Live Demo – Presentation of the EL INFO HUB News Section  
**Mélissa JACQUÉRIOZ**, EL INFO HUB Coordinator
- 11:30-12:00 EL INFO HUB - Your First Impressions  
Feedback Session

12:00-13:00 Lunch

### ONLINE BUSINESS

- 13:00-14:20 WORK WITH CUSTOMERS IN TODAY'S ONLINE BUSINESS – Best Practices
- **Eetu PALOHEIMO**, VP Digital Sales & Marketing, Veikkaus Oy, Finland
  - **Gergely SZUCS**, Head of CRM Department, Szerencsejáték Zrt., Hungary
  - **Karol DE DECKER**, Digital Touchpoint Management – Direct, Loterie Nationale, Belgium
- Roundtable

14:20-14:50 Coffee Break

### RETAIL BUSINESS

- 14:50-15:20 Keynote Speaker  
Use of BI to Improve your Retail Sales Network Performance  
**Martin CHLÁDEK**, Director, DataSpring, Czech Republic

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### BIG DATA

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- 15:20-15:50     **Keynote Speaker**  
Open Data (Data Sharing & Visualization)  
**Jean-Marc LAZARD**, Founder & CEO, OpenDataSoft, France
- 15:50            Closing Remarks & Departure of the Participants

All personal expenses and extra nights must be settled by the participants prior to check-out

*Lausanne, April 10, 2018*