

## EL INSTANT GAMES SEMINAR

### VENUE & ACCOMMODATION

SS ROTTERDAM  
3<sup>e</sup> Katendrechtsehoofd 25  
3072 AM Rotterdam, the Netherlands  
[www.ssrotterdam.com](http://www.ssrotterdam.com)

## Programme

**Wednesday, March 27** – Arrival of the participants (transfers will not be organized)

18:00 Working documents presented to participants at the EL welcome desk (deck UP)

18:30 – 22:00 Drinks & welcome dinner hosted by  at the Ambassador Lounge (deck UP)

NEDERLANDSE  
LOTERIJ

**Thursday, March 28 (meeting room: "Odyssee" – deck B)**

09:00 – 09:15 *Welcome & Introduction to the Seminar*

- ♣ **Arno DE JONG**, Marketing Director, Nederlandse Loterij, the Netherlands
- ♣ **Raffaele FIORINI**, Business Director Instant Tickets, Nederlandse Loterij, the Netherlands
- ♣ **Arjan VAN'T VEER**, EL Secretary General (moderator)

09:15 – 10:00 *How Big? Then & Now; an Overview of the Instant Games Market*

**Naveed AKHTAR**, Regional Sales Manager, Scientific Games, UK

10:00 – 10:45 *Meet your Passionates; Dutch Player Panel*

**Raffaele FIORINI**, Business Director Instant Tickets, Nederlandse Loterij, the Netherlands

10:45 – 11:00 **Coffee break**

11:00 – 11:45 *Instant Games & Intralot*

**Susana CAMPANA CASTANO**, Lottery Business - Senior Consultant, Greece

11:45 – 12:30 *The UK & Instant Games*

**Jessica BARCLAY**, Senior Product Manager, Camelot UK Lotteries Ltd., UK

12:30 – 13:30 **Lunch**

13:30 – 14:15 *Instant Games – Who Are our Players?*

**Jacqueline DERAGON**, Sr Director, Instant Services, IGT, Switzerland & **Federica VALENTINI**, Sr Manager Instant Product Management & Innovation, IGT, Italy

14.15 – 15:00 *Award Winning Examples of Instant Games from Canada & North America*

**Adam CAUGHILL**, Director, Lottery Business Development & Innovation, OLG, Canada

15:00 – 15:45 *Instant Games; CSR Perspective & Examples from the French Market*

**Christine PROUIN**, CSR Manager, Française des Jeux, France

- 15:45 – 16:00 **Coffee break**
- 16:00 – 17:15 *GROUP EXERCISE*  
**Raffaele FIORINI**, Business Director Instant Tickets, Nederlandse Loterij, the Netherlands
- 17:15 *Wrap up of Day 1*  
♣ **Raffaele FIORINI**  
♣ **Arjan VAN'T VEER**

18.45 Departure by 'water taxi' from the SS Rotterdam

19.00 Dinner at restaurant LA STANZA



Van Vollenhovenstraat 19  
Rotterdam

~22.00 Return to the SS Rotterdam by 'water taxi'

**Please check out before 11.00 am**  
**All participants are kindly requested to pay their personal extras such as minibar, phone, fax, as well as extra nights, etc**

## Friday, March 29 (meeting room: "Odyssee" – deck B)

- 09:15 – 10:00 *Driving Instant Ticket Growth*  
**Geneviève PAGEAU**, Manager, Sales & Marketing, Pollard Banknote Limited, Canada
- 10:00 – 10:45 *Veikkaus & e-Instants*  
**Asko HEISKANEN**, Business Manager – Digital Gaming, Finland
- 10:45 – 11:15 **Coffee break**
- 11:15 – 11:45 *e-Instants – An Important Part of Games Portfolio!*  
**Primož PÖSCHL**, Technical Director, Športna Loterija d. d., Slovenia
- 11:45 – 12:15 *A Greek Perspective on Instant Games*  
**Aspa TOPALIDOU**, Product Director, Hellenic Lotteries S.A. (Member of OPAP Group), Greece
- 12:15 – 12:45 *A Perspective by Sisal S.p.A.*  
**Chiara MARCHEGIANO**, Head of Products - Business Unit Online Gaming, Italy
- 12:45 – 13:00 *Closing Remarks*  
♣ **Raffaele FIORINI**  
♣ **Arjan VAN'T VEER**
- 13:00 **Lunch & Departure of participants**