



An EL Event



E-GAMING AND E-SPORTS

VENUE

AHOY EVENT CENTRE
Ahoeyweg 10 | 3084 Rotterdam,
www.ahoy.nl

ACCOMMODATION

SS ROTTERDAM
3e Katendrechtsehoofd 25 | 3072 Rotterdam,
<https://ssrotterdam.nl>

Preliminary Programme

WEDNESDAY, OCTOBER 16 – ARRIVAL OF THE PARTICIPANTS (TRANSFERS WILL NOT BE ORGANIZED)

18:00 Working documents presented to participants at the EL welcome desk
18:30 – 22:00 Drinks & welcome dinner on the SS Rotterdam

THURSDAY, OCTOBER 17 (MEETING ROOM XXXX)

09:30 – 09:45 *Welcome & Introduction to the Seminar*
∂ **Rotterdam City Council** (tbc)
∂ **Arjan VAN'T VEER**, EL Secretary General (moderator)

09:45 – 10:45 **KEYNOTE** - *Setting the scene; esports*
Rowan STROO, Managing Director Esports, Sports Entertainment Group, the Netherlands

10:45 – 11:00 COFFEE BREAK

11:00 – 11:30 *An Organizers Perspective DREAMHACK*
Speaker on behalf of DreamHack, tbc

11:30 - 12:00 *A venue's perspective (AHOY)*
tbc

12:00 – 12:30 *Veikkaus & Cooperation with ENCE; a Winning Partnership*
Johanna KOZUL, Head of Marketing Cooperation & Sponsorship & **Jani KARJALAINEN**, Product Development Specialist, Esports, Veikkaus, Finland

12:30 – 13:45 LUNCH

13:45 – 14:15 *Introduction to Esports – the European Esports Ecosystem*
Hans JAGNOW, President, German Esports Federation, Germany

14:15 – 14:45 *A Regulator Perspective (Lootboxes)*
Peter NAESSENS, Acting General Director, Belgian Gaming Commission, Belgium

14:45 – 15:15 *Underage appeal of E-Sports Gambling*
Raffaello ROSSI, PhD Researcher, School of Management, University of Bristol, UK
Josh SMITH, Chief Technology Officer, Demos, UK



15:15 – 15:45 COFFEE BREAK

- 15:45 – 16:15 *E-sports & Innovation; Presentation by Veikkaus*
Kimmo KOSKINEN, Innovation Manager, Veikkaus, Finland
- 16:15 – 16:45 *Lotteries Opportunities - FDJ*
- 16:45 – 17:15 *Lotteries Opportunities – Lottomatica*
- 17:00 *Wrap up of Day 1*

EVENING DINNER IN ROTTERDAM

FRIDAY, OCTOBER 18 (MEETING ROOM)

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**

- 09:30 – 10:30 **KEYNOTE** – *TWITCH streaming demonstration*

10:30 – 11:15 COFFEE BREAK & VISIT GAMES WEEK EXHIBITION

- 11:15 – 12:45 *PANEL - Governance & Integrity of E-Sports & E-Gaming*
- ∂ **Ludovico CALVI**, President, GLMS (tbc)
 - ∂ **Andy MIAH**, Chair in Science Communication & Future Media, University of Salford, UK
 - ∂ **Ian SMITH**, Integrity Commissioner, Esports Integrity Coalition (ESIC), UK
 - ∂ **Kaisa LARJOMAA**, Secretary General, ENGSO, Belgium
- Moderated by **Vagelis ALEXANDRAKIS**, Deputy Secretary General, GLMS

12:45 – 14:00 LUNCH & VISIT GAMES WEEK EXHIBITION

- 14:00 – 14:30 *Presentation by EL Innovation WG*
- 14:30 – 15:00 *Presentation by EL Sport WG*
- 15:00 – 16:00 *Future of E-Sports & E-Gaming Debate*
Selection of all present