



MARCH 23, 2021

10:00 – 11:30 CET



THE EUROPEAN
LOTTERIES

FOR THE BENEFIT OF SOCIETY

EL DATA & RESEARCH WEBINAR

LOTTERIES & ARTIFICIAL INTELLIGENCE – A NATURAL FIT?

PROGRAMME

10:00 – 10:05 Welcome Introduction

Václav ŠTEPÁN, Executive Chair of the EL Data & Research Working Group, Czech Republic & Moderator

10:05 – 10:35 **KEYNOTE** AI in Customer Facing Roles

Szabolcs BOBOR, CEO, Mito Digital, Hungary

Q&A Session

10:35 – 11:00 **KEYNOTE** Personalising the Player Experience with AI

Christopher CONROY, Chief Data Officer, Future Anthem, UK

Q&A Session

11:00 – 11:25 **KEYNOTE** AI to Enhance Consumer Protection & Brand Value

Simo DRAGICEVIC, Managing Director of Playtech Protect & Head of Playtech AI, Playtech plc, UK

Q&A Session

11:25 – 11:30 Closing Remarks

Václav ŠTEPÁN, Executive Chair of the EL Data & Research Working Group, Czech Republic & Moderator

All presentations/recording will be available in the private of the EL website.

March 16, 2021