

SPORTS BETTING WEBINAR



PROGRAMME

DAY 1 – MARCH 25

14.00 – 16.00 CET

- 14.00 – 14.15 Welcome & Opening of Day 1
- **Cieřlik OLGIERD**, CEO, Totalizator, Poland & Chairman of the EL Sport Working Group
 - **Luca ESPOSITO**, Executive Director, WLA
- 14.15 – 14.45 **KEYNOTE** - Strength through Collaboration – How the World Anti-Doping Agency Builds Confidence in the Integrity of Sports
Witold BANKA, President, World Anti-Doping Agency (WADA)
- 14.45 – 15.35 Pandemic & Sport Integrity
- How Does the Pandemic Impact Sport Integrity, **Gilles MAILLET**, Director of Sport Integrity, Française des Jeux, France
 - Lessons Learnt from 2020 by GLMS, **Cassandra FERNANDES**, Legal & Projects Manager, Switzerland
 - **Claudio MARINELLI**, Criminal Intelligence Officer & Project Manager & **Dieter BRAEKEVELD**, Training Officer, Integrity in Sport, INTERPOL, France
 - Euro 2020 & Tokyo Olympic Games: How Will the UEFA & IOC Protect the Competitions? **Vincent VEN**, Head of Anti-Match-Fixing, UEFA, Switzerland & **Friedrich MARTENS**, Head of OM Unit PMC / Ethics and Compliance Office / IOC, Switzerland
- 15.35 – 15.55 Lotteries Best Practices to Face Pandemic Challenges in Daily Operation
Louis BEAUDET, Sports Betting Director, Loto-Québec, Canada
- 15.55 – 16.00 Closing Remarks
Luca ESPOSITO, Executive Director, WLA
- END OF DAY 1**



From pandemic to opportunities

25 & 26 March 2021

SPORTS BETTING WEBINAR

DAY 2 – MARCH 26

14.00 – 16.00 CET

- 14.00 – 14.05 Welcome & Introduction to Day 2
Arjan VAN'T VEER, Secretary General, EL
- 14.05 – 14.25 The Worldwide Status of Sport Betting Markets before the Pandemic: the Calm before the Storm
Matthew SPINKS, Research Coordinator, WLA
- 14.25 – 15.00 Covid-19 Impact on Sports Betting: New Tendencies. How Has the Sports Betting Market Evolved during the Health Crisis? What new Consumption Patterns & Consumers Have Emerged in 2020?
Christian KALB, Founder, CK Consulting, France
- 15.00 – 15.40 PANEL: Esport Betting, an Opportunity or an Issue?
- **Johanna KOZUL**, Head of Marketing Cooperation, Veikkaus, Finland
 - **Péter KÁLLAI**, Senior Sports Betting Business Development Manager, Szerencsejáték Zrt., Hungary
 - **Marc HYLDEGAARD SØRENSEN**, Esports Brand Manager, Danske Spil, Denmark
- Moderated by **Jens NIELSEN**, Sports Betting Director, Danske Spil, Denmark
- 15.40 – 15.55 The Omni/Multichannel Solutions Implemented in your Sports Betting Lottery Business
Frederik SKOV, Head of Sports Betting Sales, Danske Spil, Denmark
- 15.55 – 16.00 Recap & Closing Remarks
Arjan VAN'T VEER, Secretary General, EL

END OF DAY 2 & WEBINAR

All attendees will receive access to the webinar recording/presentations after the event.