

Marketing Seminar

"Are the 4Ps in balance?"



PROGRAM

THE BLOOMSBURY HOTEL (Former Jurys Gt. Russell Street Hotel)

16-22 Great Russell Street

London WC1B 3NN

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Wednesday, January 27, 2010

Arrival of the participants (transfers will not be organized)

17.00 Working documents presented to participants at **EL** welcome desk in the lobby of the hotel.

19.30 **Welcome cocktail and dinner at the Queen Mary Hall**

20.00 A Special Awards Ceremony will be held during the opening night dinner honoring two of our industry's most respected leaders. Risto Nieminen, CEO of Veikkaus Oy and Dr. Winfried Wortmann, Managing Director of Westdeutsche Lotterie, will be inducted into
the Lottery Industry Hall of Fame

Thursday, January 28, 2010 (Meeting Room: George V)

09.00-09.15 **Welcome addresses** by Arch GLEASON Jr., WLA President and Friedrich STICKLER, EL President

Introduction to the seminar by Gilbert REHAYEM, Moderator

09.15-10.30 **Overview Marketing across the World**

- **Richard BATESON, Marketing Director, The National Lottery Camelot**
- **Rebecca PAUL HARGROVE, President & CEO, Tennessee Lottery**

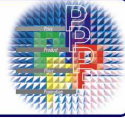
General discussion

10.30 - 11.00 Break

11.00-12.30 **New approach on Lotteries' products**

- **Club Sazka** by Marek PRIKRYL, Non-Lottery Activities Manager, SAZKA a.s., Czech Republic
- **New launch of the Win for Life** by Francesco PAROLA, Sisal SpA, Italy
- **Loteriada – A modern tool for enhancing sales of Lottery products** by Anna LEWANDOWSKA, Sales & Marketing Director, Totalizator Sportowy, Poland
- **It's time to Bingo!...Re-launching a previously existing game** by Mario CASSAR, Director, Maltco Lotteries, Malta

General Discussion



12.30 - 13.30 Lunch break at the Queen Mary Hall

13.30-15.00 Presentations on Promotions

- **Events and sponsoring as touch points with our players** by Marc FREDERIX, Director Marketing, Sponsoring, Belgium National Lottery
- **A breakthrough approach to promotion and below the line in Lotteries : Gratta e Vinci short movies project** by Giancarlo PERROTTA, Lottomatica SpA, Italy
- **Promotional activities "products"** by Pierre BRUNEAU, Director Strategy, International Relations, La Française des Jeux
- **Game promotions** by Dermot GRIFFIN, CEO, National Lottery Ireland
- **Positioning Instant Tickets with effective Promotions** by Murielle J. FONTAINE, Senior Marketing Manager, Pollard Banknote Ltd Partnership

Short panel for questions with speakers

15.00 - 15.30 Break

15.30-17.00 Presentations on Pricing

Presentation on Price Point specifically

Challenges in introducing new Price Point/new Product

- **Finnish model** by Antti TIIHONEN, Director of Products Management, Veikkaus Oy, Finland
- **Fixed odds games – the value of insurance** by Peter SHELLARD, Miller Insurance Services Ltd & Chris DARBON, JP Everhart & Co, UK
- **"The Price Inelasticity of Lotteries"** by Ken SCHULZKE, Vice-President Marketing, Western Canada Lottery Corporation

Short panel for questions with speakers

17.00 Questions and Day Wrap-up

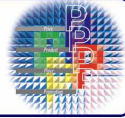
**18:45 Coaches leaving from the Bloomsbury Hotel
(please be ready in the lobby at 18:30)**

19:45 Medieval Banquet at Ivory House, St Katherine's Dock

23:00 1st Coach leaving for Bloomsbury Hotel

23:30 Last coach to The Bloomsbury Hotel

Dress code: casual



Friday, January 29, 2010 (Meeting Room: George V)

09.00-10.30 Presentations on the POS/Place/Products

- **Modelling Change** by Christopher ALLEN, Director Instant Marketing, Scientific Games, USA
- **New Thinking Game Development** by Sharon DUNCALF, Sr. Director, International Marketing, Gtech, UK
- **"Go Live to Win"** by Vasilis KASIOTAKIS, Marketing Director, INTRALOT Group & Filippos ANTONOPOULOS, General Manager, Vermantia/INTRALOT Group, Greece

Panel with speakers including Lotteries' participants

10.30 - 11.00 Break

11.00-11.45 "The New Marketing Agenda" by Peter FISK, Founder and CEO of the Genius Works, UK

11.45-12.30 "Market Trends in the North American Lottery Market: 2010 & Beyond" by Terri LA FLEUR, Publisher La Fleur's Magazine, USA

Discussion

12.45 - 13.45 Lunch break at the Queen Mary Hall

13.45-14.45 Checks and balances - the other side of the coin CSR

- **Learning & Leading: World Lottery Association's Responsible Gaming Framework Comes to Life** by Kim WILSON, Manager Social Responsibility, Atlantic Lottery, Canada
- **The EL Responsible Gaming Standards – how a Lottery can successfully align Responsible Gaming with the 4Ps** by Anne PATTERBERG, Head of Corporate Responsibility, Camelot Group plc, UK and Chair of the **EL** WG on Responsible Gaming

Panel discussion

14.45-15.15 Final Panel to wrap-up - strategic importance to balance the 4Ps
Guests executives and attendees

15.15-15.30 Q/A and closing

Around 15.30 Closing addresses
End of the Seminar

Coffee will be served before departure

Before checking out, all participants are kindly requested to pay their personal extras such as minibar, phone, fax, as well as extra nights, etc.