

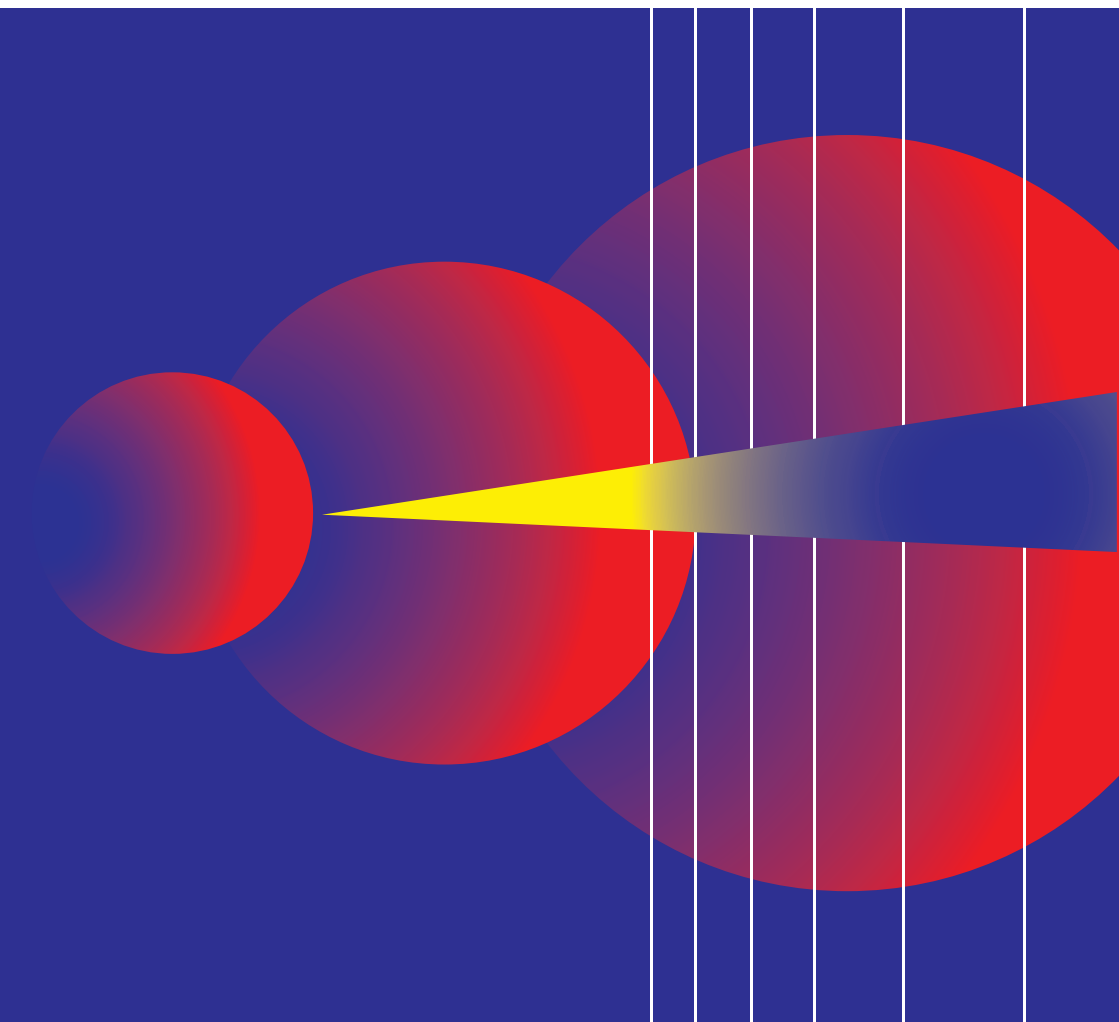


Hosted by



November 22 - 24, 2010
Rome / Italy

Lottery online gaming markets 2010



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Some fifteen years ago, the first lotteries experimented with the Internet, offering a limited selection of their games directly to the player. At this time, technological frameworks for Internet gaming were not well developed, and lotteries wanting to take this route typically had to develop their own gaming platforms. Was it really a profitable business model? Were lotteries even permitted by their licenses to offer electronic gaming directly to the consumer? And how could it be done as responsibly as through the usual retailer system? Although some lotteries and jurisdictions still struggle with these basic strategic questions, today the clear trend is for lotteries to embrace the Internet as an alternative means of selling and communicating directly with players.

PROGRAMME

The first day of this two-day seminar – Lottery online gaming markets 2010 – focuses on the different models of regulating online gaming that have since emerged. From the outright bans on online gaming in jurisdictions like Germany and the U.S.A., through to exclusive licensed lotteries and the regulated competitive markets in the U.K., Italy, and France. We will hear from policy makers at both the national and international level. Gaming regulators from different jurisdictions will familiarize us with their views and we will hear expert opinion on how credit card payments can be handled – or be blocked.

The second day showcases a number of lottery best practices in online gaming. What products do lotteries typically offer, and how successful are they? To conclude the day, delegates will have the opportunity to see and discuss the Internet gaming solutions offered by the best global suppliers in the lottery business.

WHO SHOULD ATTEND ?

If you have strategic responsibility for your lottery's Internet channel, deal with regulators, or handle online products or customers, then join us to learn about lotteries online and to strengthen your professional network at the EL/WLA Internet seminar: Lottery online gaming markets 2010.

WHEN ?

The Seminar will start on Monday, November 22, 2010 at 19:00 with a welcome cocktail and dinner and end on Wednesday, November 24 at 16:00.

WHERE ?

UNA Hotel Roma
Via Giovanni Amendola, 57
IT – 00185 Rome
Tel.: +39 06 649371
Fax: +39 06 649372
www.unahotels.it

The hotel is located in the centre of Rome, close to Termini train station. The trip from the Airport to Termini station takes 30 minutes and costs EUR 15.

Language: The seminar and sessions will be conducted in English only.

COSTS

	2 nights	3 nights
EL/WLA Lottery Members	CHF 2150	CHF 2400
EL/WLA Associate Members	CHF 2300	CHF 2550

The fee includes 2 or 3 nights accommodation (depending on your travel schedule), all meals, meeting rooms, technical assistance, working material.

REGISTRATION

Please confirm your attendance to the General Secretariat no later than **October 15, 2010** by returning the registration form on the back of this leaflet or register on-line through our website www.european-lotteries.org
The programme will also be available on the website.

A written confirmation will be sent to you upon receipt of your registration, together with the corresponding invoice.

REGISTRATION FORM: (please print)

Registration deadline: October 15, 2010

On-line registration at www.european-lotteries.org

Cancellations after the registration deadline, which are not replaced, will be charged

Family Name:

First Name:

Position:

Arrival date: Departure date:

Family Name:

First Name:

Position:

Arrival date: Departure date:

Family Name:

First Name:

Position:

Arrival date: Departure date:

Lottery / Company:

Address:

Tel: Fax:

E-mail:

Signature:

Please send to:



Fax: +41 21 312 30 11 or mail to our office address:

European State Lotteries and Toto Association

Avenue de Béthusy 36

CH - 1005 Lausanne

For more information and queries, please contact:

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