

MARKETING SEMINAR
**THE BIGGEST TREND IN
MARKETING IS SMALL!**

An EL/WLA Event



Accommodation & venue

THE BLOOMSBURY HOTEL

16 – 22 Great Russell Street — London WC1B 3NN

t + 44 207 347 1000 & f + 44 207 347 1001

www.doylecollection.com

DRAFT PROGRAMME

Wednesday, February 7 - Arrival of the participants (transfers will not be organized)

- 18:00 Working documents presented to participants at EL/WLA welcome desk in the Queen Mary Hall
- 18:30 - 21:00 Women in Lottery Leadership (WILL) Welcome Cocktail & Buffet Dinner in the Queen Mary Hall (2nd floor)

Thursday, February 8 - Meeting room George V

- 09:00 – 09:05 **Welcome & Introduction to the Seminar**
Karen CONNELL, Moderator
- 09:05 - 09:15 **Welcome Addresses:**
- **Richard BATESON**, Commercial Director, Camelot UK Lotteries Ltd.
 - **Arjan VAN'T VEER**, EL Secretary General
 - **Jean-Luc MONER-BANET**, WLA President
- 09:15 - 09:30 *The Biggest Trend in Marketing is SMALL!*
Karen CONNELL, Moderator
- 09:30 - 10:15 **KEYNOTE**
The Storytelling Dilemma - How Many Stories Does it Take to Engage Me?
Jon DUSCHINSKY, Social Innovator, Canada
- 10:15 - 11:00 **The Future of Storytelling in the Digital Age**
- *The Power of Visual Storytelling & Monetizing the New Audience Relationship*
Yan KETELERS, Head of Video Strategy & **Jordan HAGEN**, StoryME, Belgium
 - *Virtual Reality & Enhanced Reality: How to Use New Technologies to Enhance Consumer Experiences*
Kevin ALDERWEIRELDT, Founder, Cousteau, Belgium/California
- 11:00 - 11:30 Coffee/Networking - Queen Mary Hall

- 11:30 - 11:45 EL Premium Partner & WLA Platinum Contributor - SCIENTIFIC GAMES
Digital Consumer Engagement Programs – How Targeting Small Leads to Big Opportunities
Amy HILL, VP Digital Content Studio
- 11:45 - 12:15 **Panel Debate on Esports**
- **Chester KING**, CEO, British Esports Association, UK
 - **Marie-Claudel LALONDE**, Strategic & Marketing Communication Director, Loto-Québec, Canada
- 12:15 - 12:30 *Combining Social Media with Sports Betting*
Helmut LÖSCHENBERGER, International Marketing & Sales Director/Sports Betting, Österreichische Lotterien, Austria
- 12:30 - 12:45 EL Premium Partner & WLA Platinum Contributor – IGT
Think Small – No Retailer? No Cash? No Paper? No Problem!
Sharon DUNCALF, VP International Marketing
- 12:45 - 13:00 **Study Case: Tifosy**
Fausto ZANETTON, Founder & CEO & **James POLLOCK**, Co-Founder, Tifosy, UK
- 13:00 - 14:15 Lunch - Queen Mary Hall
- 14:15 - 15:00 **KEYNOTE**
How to Cut Through & Engage in this Hyper Connected & Cluttered World, Where Attention, Let Alone Brand Engagement, Are Extremely Hard to Come By
Huib VAN BOCKEL, Founder of TENZING Natural Energy, Ex-Head of Marketing for Red Bull Europe & Voted Top 100 Marketing Leaders in the World, UK
- 15:00 - 15:30 **CEOs Panel Discussion: the Future of Media Planning in Lotteries**
- tbc
 - **Tom DELACENSERIE**, Director CEO, Kentucky Lottery Corporation, USA
 - **Richard BATESON**, Commercial Director, Camelot UK Lotteries Ltd., UK
- 15:30 – 16:00 Coffee/Networking - Queen Mary Hall
- 16:00 - 16:20 *New Veikkaus: How Successfully Run Marketing in Times of Mergers*
Suvituuli TUUKKANEN, Vice President, Brand & Marketing, Veikkaus Oy, Finland
- 16:20 - 16:35 EL Premium Partner & WLA Gold Contributor – PLAYTECH PLC
- 16:35 - 16:50 *Speaking to what People Want to Hear: Connecting the Dots with Data Points*
Sarah TAYLOR, Executive Director, Hoosier Lottery, USA
- 16:50 - 17:00 **Wrap up of the Day**
Karen CONNELL, Moderator

Evening hosted by **CAMELOT**19:15 Departure from the hotel to the restaurant
(2 minutes by foot)

TAS
Bloomsbury Street 22
London

Friday, February 9 - Meeting room George V

- 09:00 – 09:45 **Story Mis-telling & How to Avoid Being Fake News**
- **Laura Sophie DORNHEIM**, Head of Communications, Eyeo & Adblock Plus, Germany
 - **Charles McINTYRE**, Executive Director, New Hampshire Lottery Commission, USA
- 09:45 - 10:30 **KEYNOTE**
Turning Fear into Trust to Build a Credible & Successful Business
Jon DUSCHINSKY, Social Innovator, Canada
- 10:30 – 10:45 *How Games Can Speak to what People Want to Hear*
Sue VAN DER MERWE, COO Lotteries, Tatts Group, Australia
- 10:45 - 11:00 EL Premium Partner & WLA Platinum Contributor - NOVOMATIC LOTTERY SOLUTIONS
The Power of the Grassroot Movement. How Energizing the Grassroot Can Revitalize & Revolutionize Companies
Frank CECCHINI, Chief Executive Officer
- 11:00 - 11:30 Coffee/Networking - Queen Mary Hall
- 11:30 - 12:15 **KEYNOTE**
Voice of the Retailer. Be Relevant in Retail
Alan O'NEILL, The Change Agent, Ireland
- 12:15 - 12:30 EL Premium Partner & WLA Platinum Contributor - INTRALOT
Personalization in Retail
George VASSILARAS, Retail Group Director
- 12:30 - 12:50 *"Small Things Matters" & Agile Working with It*
Ellen VAN DEN BERGHE, Business Development/Innovation Manager, Loterie Nationale, Belgium
- 12:50 - 13:00 *Societal Marketing & Social Innovation*
Beata GUZIK, Director EU Public Affairs & **Philippe VLAEMMINCK**, Partner, Pharumlegal, Belgium

- 13:00 - 13:20 *The Future of Single Market Games*
Dato' Lawrence LIM Swee Lin, Chief Executive Officer, Magnum Corporation Sdn Bhd,
Malaysia
- 13:20 – 13:30 **Review & Close**
Karen CONNELL, Moderator

13:30 - 15:00 Departure Lunch/Networking - Queen Mary Hall

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

January 18, 2018