



WWW.EL2017.PL

9th

European Lotteries Congress

5-8 JUNE 2017

Are you ready for
NEW DIRECTIONS?

Previous editions

This year's European Lottery Congress is the 9th edition of the event, much awaited by the lottery industry.

2001	May 29 - May 31
2003	June 9 - June 11
2005	June 13 - June 15
2007	May 21 - May 24
2009	June 8 - June 11
2011	June 5 - June 9
2013	June 3 - June 6
2015	June 6 - June 8



Cannes, France



Prague, Czech Republic



Rome, Italy



Budapest, Hungary



Istanbul, Turkey



Helsinki, Finland



Tel Aviv, Israel



Oslo, Norway

About EL Congress

For sixteen years, the **European Lottery Congress** has been the largest and the most anticipated event in the lottery industry. It is a wonderful opportunity for the representatives, professionals and experts in the lottery sector.

The Congress will feature speeches by prominent speakers, Advertising Awards and Innovation Awards granting ceremonies, as well as announcing the winning teams of the Young Lions program. The event will take the form of a trade show, where key players from the lottery sector will present their displays.

This year's edition of the Congress is entitled "New Directions". It will revolve around new challenges coming up with 2017 and the years to come, important to all key sector players from Europe and all over the world.

NEW

**Directions
Technologies
Customers**

Are you able to make the most of new opportunities offered by modern information technology, media and social media?

Are you aware of the latest ways to reach new customers?

Do you know what will become of traditional products and services in the lottery sector within the next 1, 3 or 5 years?

We will cover the most pressing issues such as ways to reach new customers, and especially the opportunities given in this matter by the development of technology and media, including social media. We will also discuss the future of our traditional products in this context.



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9th European Lotteries Congress

The most important lottery event of 2017!

A unique opportunity to meet a number of key representatives, experts and other persons engaged in the industry. Between June 5-8, 2017 the Congress participants will go to the future and see the current situation of the lottery sector from the point of view of tomorrow's technological solutions.

KRAKŌ 2017

PROGRAM

EUROPEAN LOTTERY CONGRESS

Day 1

Tuesday
6th June 2017

Day theme: **Vision**

09:00 / S1

European Lotteries address **Mr Hansjörg Höltkemeier**, President
EL VISION OF THE FUTURE

09:15 / S1

Totalizator Sportowy address **Mr Olgierd Cieřlik**, CEO

09:30 / S1

Keynote Speaker Mr David Rowan, former editor-in-chief of WIRED magazine's UK edition
TECHNOLOGIES & TRENDS IN THE WORLD TODAY

10:30 / foyer

Coffee Break & Trade Show

11:15 / S1

Discussion Panel:
BUILD TO WIN – HOW LOTTERY RESTRUCTURING CAN CREATE NEW SYNERGIES AND ADVANTAGES

- Mr Olli Sarekoski, CEO Veikkaus Oy
- Mr Dermot Griffin, CEO, Premier Lotteries Ireland
- Mr Kamil Ziegler, Executive Chairman of OPAP

Moderator: Mr Arjan van't Veer, EL Secretary General

12:00 / S1

Premium Partners Session: PLAYTECH
RESPONSIBLE GAMING: NEW DIRECTIONS IN A RAPIDLY CHANGING WORLD

Presenters:
- Mr Robin Bowler, Government Markets Director, Playtech plc
- Ms Lauren Iannarone, Head of Social Responsibility, Playtech plc
- Mr Simo Dragicevic, Chief Executive Officer, Bet Buddy

12:30 / foyer

Lunch

Day 1

13:30 / S1

Panel:

PR COMMUNICATION CHALLENGES AND OPPORTUNITIES FOR LOTTERIES

- Ms Jutta Buyse, EL Deputy Secretary General
- Mr Petri Lahesmaa, Project Director, The Beneficiaries of the Finnish Lottery
- Mr Olivier Alsteens, Chief Operations Officer, Loterie Nationale, Belgium

14:15 / S1

Premium Partners Session: INTRALOT

MODERNIZING LOTTERIES IN A DIGITAL WORLD

14:45 / S1

An afternoon fireside chat with Mr Harrie Temmink, Deputy Head of Unit at the European Commission

Interviewed by Ms Jutta Buyse, EL Deputy Secretary General

15:00 / S1

Keynote Speaker **Ms Julia Krysztofiak-Szopa**, Startup Poland CEO

LOTTERIES AS INVESTORS – NEW IDEAS GATHERING FROM MARKET

15:30 / foyer

Coffee Break & Trade Show

16:00 / S1

Keynote Speaker **Ms Katarzyna Mlynarczyk**, Socjomania, Poland

SOCIAL MEDIA AND LOTTERIES

16:45 / S1

Discussion Panel:

LOTTERY, COMMUNITY AND RESPONSIBILITY

- DEBATE OVER THE SOCIAL MISSION OF LOTTERIES

- Mr Jannie Haek, CEO Loterie Nationale, Belgium
- Mrs Stéphane Pallez, President and CEO, Française des Jeux, France

Moderator: Mr André Noël Chaker

Day 1

17:30 / foyer

Trade Show

18:00

End of Sessions and Trade Show

Day 2

Wednesday
7th June 2017

Day theme: **Mission**

09:00 / S1

Keynote Speaker **Mr Martin Lindstorm**, Brand Futurist
BRAND TRANSFORMATION

09:45 / S1

Presentation:
E-SPORT: A GLOBAL GAMING PHENOMENON

10:30 / foyer

Coffee Break & Trade Show

11:30 / S1

Presentation:
FORMER WORLD CHAMPION – SPEED BOATING
Mr Bartek Marszałek

11:45 / S1

Premium Partners Session: NOVOMATIC
LIVE LONG AND PROSPER

Presenters:

- Mr Pall Palsson, Senior Dir. of Corporate Innovation and Strategy
- Ms Agnieszka Ryłska, Marketing Manager

Day 2

12:15 / S1

Semi Premium Partner Session: KAMBI

THE IMPORTANCE OF SPORTS BETTING AS A CUSTOMER ACQUISITION TOOL

Presenter:

- Mr Joni Hovi, Executive Director Lotteries

12:30 / foyer

Lunch

13:30 / S1

Keynote Speaker **Mr Aki Järvinen PhD**, United Kingdom

WHAT LOTTERIES CAN LEARN FROM GAMING DEVELOPPERS?

14:15 / S1

Premium Partners Session: IGT

MISSION POSSIBLE - ENSURING CONSUMER INTERACTION

14:45 / S1

Discussion Panel:

GAMES OF THE FUTURE – DIGITAL LOTTERIES AND THEIR ENDLESS POSSIBILITIES

- Mr Ludovic Grémy, Française des Jeux, France

- Mr Jens Nielsen, Danske Licens Spil, Denmark

15:30 / foyer

Coffee Break & Trade Show

16:15 / S1

Premium Partners Session: SCIENTIFIC GAMES

ENABLING AGILITY WITH NO COMPROMISES ON TRUSTWORTHINESS

Speakers:

- Mr Christian Kometer, Managing Director, International Lottery Systems

- Mr Chris Coyle, gemIntelligence Business Development

Day 2

16:45 / S1

The Young Lions Challenge
Lottery Advertising Awards
Innovation Award 2017

17:30 / foyer

Responsible Gaming Certification Ceremony
EL stand located at the level 1 (B26)

18:00

End of Sessions and Trade Show

17:30-18:00 / foyer

Trade Show

Day 3

Thursday
8th June 2017

Day theme: **Action**

09:00 / S1

Keynote Speaker **Ms Agata Grabowska PhD**, Poland
THE THRILL OF TRANSGRESSION

09:45 / S1

Discussion Panel:
BATTLING AGAINST THE ILLEGALS – A STRATEGIC APPROACH
- Mrs Caroline Larlus, Head of Department, Arjel, France
- Mr Robert Chvátal, CEO, Sazka, Czech Republic
Moderator: Mr Philippe Vlaemminck, partner Pharumlegal, Belgium

Day 3

10:30 / foyer

Coffee Break & Trade Show

11:15 / S1

Presentation:

THE FUTURE OF PAYMENTS IN THE LOTTERY WORLD

Mr Bogusław Kułakowski, e-payment expert, Poland

12:00 / S1

Presentation:

CONSUMER EXPECTATIONS... 2020

Mr Peter Zäll, Managing Director, Z-INSPIRED AB, Sweden

12:30 / S1

Closing Remarks EL President

12:45 / foyer

Lunch

14:00

End

Are you ready for

NEW DIRECTIONS?

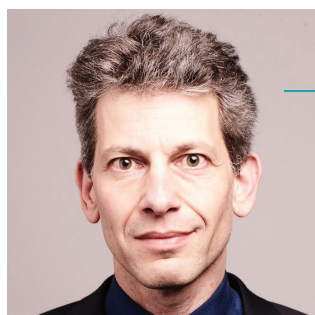


9th European Lotteries Congress



Martin Lindstrom

Change Agent, Brand Futurist and Brand building experts. Best-selling Author. He is a New York Times and Wall St Journal best-selling author of six groundbreaking books on branding.



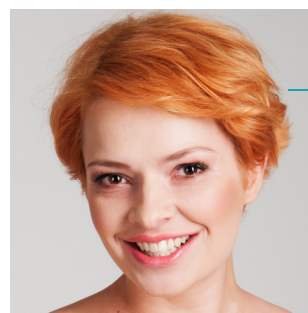
David Rowan

Editor-at-large and founding Editor-in-chief of WIRED's UK edition – he has extended the brand into conferences, apps, and a consulting business. He is co-founder of FlowJourneys.com.



Agata Grabowska, PhD

University lecturer (Warsaw University and University of Technology Sydney), senior brand consultant and strategy planner experienced in various categories and industries ranging from financial services to FMCG across EMEA and in Australia.



Julia Krysztofiak-Szopa

Passionate entrepreneur, dedicated manager and startup coach, experienced working with founders worldwide since 2008. First Program Director at Blackbox Accelerator in Palo Alto.



Katarzyna Młynarczyk

CEO of Socjomania, Digital Marketing consultant and strategist – professional and enthusiast. Lecturer at Polish Universities and Academies. Now MBA student in Service Innovation and Design in Helsinki.

Speakers

Advertising Awards

The EL Advertising Awards are a traditional component of every EL Congress, designed to acknowledge and promote best practice in lottery industry advertising.

Criteria for participation

Advertisements and promotions must be released to market between June 2015 and April 2017.

Advertising Award Categories

Category I	Best Number Games Advertising, broadcast on TV / Cinema
Category II	Best Instant Games Advertising, broadcast on TV / Cinema
Category III	Best Sports Games Advertising, broadcast on TV / Cinema
Category IV	Best Corporate Advertising, broadcast on TV / Cinema

The winning entry in each category will be announced and presented a trophy during the session on Wednesday, 7 June 2017. From the four winning submissions, the panel will select the Grand Prix Advertising Award winner who will be announced at the closing dinner.

Innovation Awards

During the event, the European Lotteries Innovation Award will be granted to the most innovative product, service or solution in the lottery sector for the second time in the history of the Congress. The first edition of the competition was held during the EL Congress in Oslo in 2015, and it turned out to be a great success.

Purpose

The European Lotteries Innovation Award is designed to acknowledge and promote best practices in lottery industry innovation. It is an ideal platform to gain industry exposure for the most important innovations of lottery during the past two years.

Who is eligible?

- **you must be a lottery member of European Lotteries**
- **your innovation must have been implemented during the past two years**

Submissions will be assessed by a jury composed of industry experts with a strong background in innovation, including: Héloïse Lauret, Pedro do Carmo Costa, Mario Herger, Dietmar Dahmen, Hester Hilbrecht, André Noël Chaker, Niki Ernst.



Young Lions

This year's Congress will feature the 4th edition of the Young Lions program that continues the great success of Helsinki, Tel Aviv and Oslo congresses. The purpose of the program is to provide an opportunity for young talented lottery professionals to participate in the Congress in a meaningful and innovative way.

The mission of the Young Lions program

The Young Lions program's mission is to make strong and innovative recommendations to the EL community on how to tackle issues critical for the sector's future. Participants of the program will be divided into teams to work together against other teams in three categories. Throughout the duration of the Congress, they will work together to provide solutions to grand challenges in the lottery industry.

Program participants will have a chance to take the main stage and present their ideas before other Congress attendees. The results of the competition will be officially announced during the closing ceremony on June 7th.

Young Lions are:

- under 35 and working for an EL Member Lottery;
- experienced in one of the following fields: Marketing, Sales, Product or Service Development, Technology or Distribution;
- fluent in spoken and written English;
- used to working and learning under pressure;
- good at presenting themselves;
- innovative, creative and good team players!

As in Helsinki, Tel Aviv and Oslo, the Young Lions in Krakow will be moderated by Aki Järvinen, PhD (game developer with many years of experience in the lottery business). Aki will be helping the participants with key skills, such as brainstorming, teamwork, and providing them with hints on how to develop their ideas.



Krakow, one of the former capitals of Poland

Combining over 1,000 years of tradition with modernity, it is a must-see for travelers.

Krakow attracts tourists with its unique atmosphere and over 6 thousand of historic sites and monuments. When in Krakow, you have a chance to see three properties inscribed on the UNESCO World Heritage List (Historic Centre of Krakow: Old City and Stradom, as well as Wieliczka and Bochnia Royal Salt Mines).

Krakow won the Zoover Award for the Best European City Trip two times in a row (2014 and 2015).

The City of Polish Kings successfully combines tradition with modernity, and its most famous landmarks are situated down the city's main streets, whose cafés, bars and restaurants are teeming with life every day and night of the week.

ICE Congress Centre

This year's edition of the European Lottery Congress will be held at the ICE Kraków Congress Centre building. Exhibitors will present their displays on two of the three-story foyer overlooking the Wawel Hill and the Royal Castle.

ICE Kraków Congress Centre opened in 2016. The centre is a modern world class venue, and the high standard of the building places it among the most desired and exclusive congress centres in Europe.



**ICE Kraków
International Conferences
& Entertainment**

ul. Marii Konopnickiej 17

30-302 Kraków

tel. +48 12 354 23 00

office@icekrakow.pl

www.icekrakow.pl

www.facebook.com/icekrakow

www.instagram.com/icekrakow

#icekrakow



Totalizator Sportowy, owner of the LOTTO brand, is a state-owned company, which has operated continuously in the domestic lottery market for more than 60 years. It has a network more than 16 000 points of sale working in the online system. The company is one of the most important pillars of financing Polish sport and culture. The company was created to collect funds for financing renovation and construction of sports infrastructure and facilities. Later the tasks of Totalizator Sportowy included also financing the broadly understood national culture. Today the company is one of the most important pillars supporting these two areas of social life. Every year, thanks LOTTO players, it allocates to sport and culture hundreds of millions of zloty.

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For the convenience of the participants and media, the website promoting the Congress and the online registration process are available in four language versions:

ELCongress



EL2017 - the 9th European Lotteries Congress



English
Spanish
French
German

www.el2017.pl
www.el2017.pl/es
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For press and communication related matters regarding EL 2017, please contact: media@EL2017.pl

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