

## DAY 0: MONDAY, 5TH JUNE

time	room	details
10:00	S4 entrance #3	Executive Committee Meeting
12:15	foyer S3	Lunch
13:30	S3 entrance #3	General Assembly
16:45		break
17:00 - 18:00	foyer	Trade Show Opening
20:00		Opening Gala including the introduction of the Young Lions Programme Challenges The Cloth Hall, Rynek Główny 3 <i>dress code: smart casual</i>

## DAY 1: TUESDAY, 6TH JUNE

## DAY THEME: VISION

time	room	details
09:00	S1	EL President address <b>Mr Hansjörg Höltkemeier, EL President</b> <i>EL vision of the future</i>
09:15	S1	Totalizator Sportowy address <b>Mr Olgierd Cieślak, CEO</b>
09:30	S1	Keynote Speaker <b>Mr David Rowan</b> , former editor-in-chief of WIRED magazine's UK edition <i>Technologies &amp; Trends In The World Today</i>
10:30	foyer	Coffee Break & Trade Show

11:15	S1	Discussion Panel: <b>Build to Win – How lottery restructuring can create new synergies and advantages</b> <ul style="list-style-type: none"> <li>– Mr Olli Sarekoski, CEO Veikkaus Oy</li> <li>– Mr Dermot Griffin, CEO, Premier Lotteries Ireland</li> <li>– Mr Kamil Ziegler, Executive Chairman of OPAP</li> </ul>
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Moderator: Mr Arjan van't Veer, EL Secretary General

12:00	S1	Premium Partners Session: PLAYTECH <b>Responsible Gaming: New Directions in a Rapidly Changing World</b> Presenters: <ul style="list-style-type: none"> <li>– Mr Robin Bowler, Government Markets Director, Playtech plc</li> <li>– Ms Lauren Iannarone, Head of Social Responsibility, Playtech plc</li> <li>– Mr Simo Dragicevic, Chief Executive Officer, Bet Buddy</li> </ul>
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12:30	foyer	Lunch
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13:30	S1	Panel: <b>PR communication challenges and opportunities for lotteries</b> <ul style="list-style-type: none"> <li>– Ms Jutta Buyse, EL Deputy Secretary General</li> <li>– Mr Petri Lahesmaa, Project Director, The Beneficiaries of the Finnish Lottery</li> <li>– Mr Olivier Alsteens, Chief Operations Officer, Loterie Nationale, Belgium</li> </ul>
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Moderator: Ms Agata Grabowska PhD, Poland

14:15	S1	Premium Partners Session: INTRALOT <b>Modernizing Lotteries in a digital world</b> Speakers: - Mr Tassos Evangelou, Global Sales Director Operational Excellence, DIAGEO - Mr Guglielmo Angelozzi, CEO, Gamenet  Moderator: Mr George Vassilaras, Retail Group Director, INTRALOT
14:45	S1	An afternoon fireside chat with <b>Mr Harrie Temmink</b> , Deputy Head of Unit at the European Commission Interviewed by Ms Jutta Buuse, EL Deputy Secretary General
15:00	S1	Keynote Speaker <b>Ms Julia Krysztofiak-Szopa</b> , Startup Poland CEO <i>Lotteries as investors - new ideas gathering from market.</i>
15:30	foyer	Coffee Break & Trade Show
16:00	S1	Keynote Speaker <b>Ms Katarzyna Młynarczyk</b> , Socjomania, Poland <i>Social Media and Lotteries</i>
16:45	S1	Discussion Panel: <b>Lottery, Community and Responsibility - Debate over the social mission of lotteries</b> - Mr Jannie Haek, CEO Loterie Nationale, Belgium - Mr Edmundo Martinho, CEO Santa Casa, Portugal - Mrs Stéphane Pallez, President and CEO, Française des Jeux, France  Moderator: Mr André Noël Chaker
17:30 -18:00	foyer	Trade Show
20:00		Appreciation Dinner hosted by Premium Partners (For Lotteries only)

**intralot**

## DAY 2: WEDNESDAY, 7TH JUNE

## DAY THEME: MISSION

time	room	details
09:00	S1	Keynote Speaker <b>Mr Martin Lindstrom</b> , Brand Futurist <i>Brand Transformation</i>
09:45	S1	Presentation: <b>The Growth of eSport and its Potential for the Lottery Industry</b> Piotr "Izak" Skowyrski - eSport caster
10:30	foyer	Coffee Break & Trade Show
11:30	S1	Presentation: <b>Former World Champion - Speed Boating</b> Mr Bartek Marszałek
11:45	S1	Premium Partners Session: NOVOMATIC <b>Live long and prosper</b> Presenters: - Mr Pall Palsson, Senior Dir. of Corporate Innovation and Strategy - Ms Agnieszka Rylska, Marketing Manager
12:15	S1	Semi Premium Partner Session: KAMBI <b>The importance of Sports betting as a customer acquisition tool</b> Presenter: - Mr Joni Hovi, Executive Director Lotteries
		<b>Kambi</b>
12:30	foyer	Lunch
13:30	S1	Keynote Speaker <b>Mr Aki Järvinen</b> PhD, United Kingdom <i>What Lotteries can learn from gaming developpers?</i>



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
- Mr David Sargeant, iGaming Innovation Consultant

Moderator: Mr André Noël Chaker

15:30 foyer Coffee Break & Trade Show

16:00 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

16:30 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)

17:30 foyer TRADE SHOW  
-18:00

20:00 S1 Closing Gala  
ICE including:

- Young Lions Prizes Ceremony
- Advertising Awards Prizes Ceremony
- Sports Award

*dress code: smart casual*

## DAY 3: THURSDAY, 8TH JUNE

### DAY THEME: ACTION

time	room	details
09:00	S1	Keynote Speaker <b>Ms Agata Grabowska</b> PhD, Poland <i>The Thrill of Transgression</i>
09:45	S1	Discussion Panel: <b>Battling Against the Illegals - a strategic Approach</b>
		- Mrs Caroline Larlus, Head of Department, Arjel, France
		- Mr Robert Chvátal, CEO, Sazka, Czech Republic
		Moderator: Mr Philippe Vlaemminck, partner Pharumlegal, Belgium
10:30	foyer	Coffee Break & Trade Show
11:15	S1	Presentation: <b>The Future of payments in the Lottery World</b> Mr Bogusław Kufakowski, e-payment expert, Poland
12:00	S1	Presentation: <b>Consumer expectations... 2020</b> Mr Peter Zäll, Managing Director, Z-INSPIRED AB, Sweden
12:30	S1	<b>Closing Remarks EL President</b>
12:45	foyer	Lunch
14:00		End