

BUSINESS PROGRAMME

Monday 6 June

BRING ON THE LIGHT: Opening of the EL 2011

9:00–10:00	Opening of the EL Congress and Trade Show 2011 Northern Light Friedrich Stickler, EL President Risto Nieminen, CEO of Veikkaus	EL Premium Partners' Piazza
10:00–10:30	Welcome Address Representative of the Finnish State	Europaea
10:30–11:00	KEYNOTE: Social Peace and the Role of Lotteries Martti Ahtisaari, Nobel Peace Prize Laureate 2008 and former President of Finland	Europaea
11:00–12:30	EL Premium Partners' Session: Vision and Innovation for the Future James Kennedy, Senior Vice President & Chief Marketing Officer, SGI Connie Lavery O'Connor, Senior Vice President & Chief Marketing Officer, GTECH George Zenzefilis, General Director, INTRALOT Interactive Moderator: Jean-Luc Moner-Banet, General Director of Loterie Romande	Europaea
12:30–14:00	Lunch & Trade Show	

GOING VIRTUAL: Risks & Opportunities in Internet Gaming

14:00–14:30	Young Lions—Introducing the Challenge	Europaea
14:30–15:00	KEYNOTE: The Virtual 6th Sense—How Virtuality will Change Gaming Anssi Vanjoki, M.Sc. (Econ.)	Europaea
15:00–15:30	Refreshments	
15:30–16:15	The Cutting Edge in Internet Gaming—Interactive Lottery Cases Case Camelot—Nigel Beaney, Director Interactive Services, Camelot Global Services Case Austrian Lotteries—Martin Jekl, Managing Director, win2day & Head of Online Gaming, Austrian Lotteries Commentary: Anssi Vanjoki	Europaea
16:15–17:00	SPECIAL GUEST SPEAKER: The Summit is the Goal—On Motivation and Persistence Peter Habeler, Alpinist & Adventurer	Europaea

Tuesday 7 June

OUR PATH TO THE FUTURE: Lotteries & Regulation in Europe

9:00–9:45	ANALYSIS: Green Paper on Online Gambling in the Internal Market Guido Berardis, Director, Services, DG Internal Market and Services, European Commission	Europaea
9:45–10:45	Gaming Regulation across Europe: A Comparative View—Country Cases Moderator: Philippe Vlaemminck, EL Legal Adviser	Europaea
10:45–11:15	Refreshments	
11:15–11:30	EL Responsible Gaming Working Group Briefing: Responsibility in Marketing Dianne Thompson, CEO of Camelot	Europaea
11:30–12:00	Crème de la crème—The Best Lottery Advertisements of 2011 Commentary by Advertising Awards Jury: Jaana Haapala, Partner & Strategy Director, FOLK Finland Terri La Fleur, Founder & President, TLF Publications Eka Ruola, Executive Creative Director, Hasan & Partners Moderator: Ari Tuuli, Development Manager, Brand & Marketing Communications, Veikkaus	Europaea
12:00–13:30	Lunch & Trade Show	

NEW LIGHT ON CUSTOMER EXPERIENCE: From Retail to Me-tail

13:30–14:15	KEYNOTE: Learning from Apple—Insights on the Future of Retail Tim Kobe, Founder & Principal, Eight Inc.	Europaea
14:15–14:45	Innovating for the Benefit of Retail & Digital Customers—Lottery Cases Case Veikkaus—Karri Paavilainen, Vice President, Strategy & Business Intelligence Case Sisal—Francesco Parola, Director, Product & Business Innovation	Europaea
14:45–15:15	GUEST SPEAKER: From Retail to Me-Tail Migge Hoffmann, European Lead for Gaming & Gambling, Accenture	Europaea
15:15–15:45	Refreshments	
15:45–17:00	KEYNOTE: Improving the Digital Customer Experience: Gaming in the Multiverse Joseph Pine II, Author & Speaker, Strategic Horizons	Europaea
17:00–17:45	Lottery Advertising Awards Prize Ceremony & Cocktails	EL Premium Partners' Piazza

BUSINESS PROGRAMME

Wednesday 8 June

GOOD LIGHT: Sports, Culture & Good Causes

9:00–9:10	Powerfully Advocating Good Causes	Europaea
9:10–9:50	SPORTS PANEL: Lotteries at the Heart of European Sports Risto Nieminen, CEO of Veikkaus, President of EL Sports, WLA President Hein Verbruggen, President of SportAccord Pirmin Zurbriggen, Olympic Gold Medalist, Alpine Skiing	Europaea
9:50–10:00	Welcome to WLA 2012 Montreal	Europaea
10:00–10:30	Refreshments	
10:30–10:50	Powerfully Advocating Good Causes Case ONCE—César Palacios García, Deputy Managing Director of Games	Europaea
10:50–11:30	KEYNOTE: Can Emotions, Experiences and Creativity Be Directed? Kasper Holten, Artistic Director, Royal Danish Opera	Europaea
11:30–12:15	The Young Lions Challenge—Presentations by the Young Lions Team Commentary: Ray Bates, EL Honorary President and Thorbjørn Almlid, CEO of Norsk Tipping	Europaea
12:15–12:30	Welcome to EL 2013 Israel	Europaea
12:30–14:00	Lunch & Trade Show Closing of the Business Programme and Trade Show	EL Premium Partners' Piazza
14:15	EL General Assembly	Helsinki City Hall