

EL 2011 Programme Overview

SATURDAY 4 JUNE

17:00–22:00 Young Lions briefing

SUNDAY 5 JUNE

12:00–19:30	Registration Desk open	Marina Congress Center
14:00–16:00	Helsinki Sightseeing	Departure from the Marina Congress Center
19:30–24:00	EL 2011 Opening Event–Night of Fire & Ice	Grand Casino Helsinki, buses leave at 19:00

MONDAY 6 JUNE

8:00–17:30	Registration Desk open	Marina Congress Center
9:00–17:00	Trade Show open	

BUSINESS PROGRAMME

9:00–12:30	BRING ON THE LIGHT: Opening of the EL 2011	Marina Congress Center
12:30–14:00	Lunch & Trade Show	
14:00–17:00	GOING VIRTUAL: Risks & Opportunities in Internet Gaming	
Evening	EL Premium Partners' Event	

TUESDAY 7 JUNE

8:00–18:00	Registration Desk open	Marina Congress Center
10:45–17:45	Trade Show open	

BUSINESS PROGRAMME

9:00–12:00	OUR PATH TO THE FUTURE: Lottery & Regulation in Europe	Marina Congress Center
12:00–13:30	Lunch & Trade Show	
13:30–17:45	NEW LIGHT ON CUSTOMER EXPERIENCE: From Retail to Me-Tail	
Evening	Free networking	

WEDNESDAY 8 JUNE

8:00–14:00	Registration Desk open	Marina Congress Center
10:00–14:00	Trade Show open	

BUSINESS PROGRAMME

9:00–12:30	GOOD LIGHT: Sports, Culture & Good Causes	Marina Congress Center
12:30–14:00	Lunch & Trade Show Closing of the Business Programme and Trade Show	
14:15–	EL General Assembly	Helsinki City Hall
19:30–24:00	EL 2011 Closing Event–Lotteries on Stage	Finnish National Opera, buses leave at 19:00

THURSDAY 9 JUNE

DEPARTURES Airport transportations according to a separate schedule