



# PGRI LOTTERY EXPO NASHVILLE PROGRAM AND WOMEN'S INITIATIVE IN LOTTERY LEADERSHIP

# And ... Getting together for the first time in, well, far too long!

**Start Your Engines:** Emerging from the most disruptive period in 75 years, Team Lottery is poised to consolidate its position as the game of the people and for the people. It's a time for profound optimism and bold vision as the world looks for leadership on every front. And when it comes to consumer products and games-of-chance, Lottery is the leader, so let's map the course that will inspire everyone to get on board the lottery fan-train. Join us as we come together to set the stage for the golden era of Lottery.

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# **OCTOBER 26 TUESDAY**

5:00 TO 7:00 PM — Opening Night Reception

Breakfasts, Luncheons, Coffee Breaks, and receptions on Weds and Thursday

# **OCTOBER 27 WEDNESDAY**

Conference sessions followed by evening Reception

7:30 TO 8:30 AM — Continental Breakfast

8:30 AM — Paul Jason, PGRI, opens the conference sessions in the Ballroom

Welcome speech: Rebecca Paul, President & CEO, Tennessee Education Lottery Corporation, President World Lottery Association, Founder & Chair of Women's Initiative in Lottery Leadership, and Co-Host Lottery ExpoNashville

Keynote speech: A Year of Records

Gretchen Corbin, President & CEO, Georgia Lottery Corporation, President of the North American Association of State & Provincial Lotteries (NASPL)

2022 Forecast: Blue Skies and Bright Clouds ... What Have We Learned About Player Motivations & Behaviors Impacting Lottery Play? Michelle Carney, Vice President, Global Lottery Marketing, IGT

The Evolution of Vending

Kristen Pare, Marketing Manager, INTRALOT

Digital Retailing, The Jumbo Way

Richard Bateson, Chief Commercial Officer, Jumbo Interactive

Vision for Future Growth

Jennifer Westbury, Executive Vice President, Sales and Customer Development, Pollard Banknote

Back in Action, but we never really stopped

Meghan Dondero, Regional Vice President, Scientific Games

**CEO Roundtable Discussion with the Double-Platinum** 10:45 AM -**IndustryLeaders** 

> Moderator: Rebecca Hargrove, President & CEO, Tennessee Education Lottery Corp.; President of World Lottery Association (WLA); Chair of WILL Panelists:

> Richard Bateson, Chief Commercial Officer, Jumbo Interactive Byron Boothe, Chief Executive Officer, Intralot, Inc.

Jay Gendron, Chief Operating Officer, Global Lottery, IGT Patrick McHugh, Executive Vice President and Group Chief

Executive, Lottery Scientific Games

Doug Pollard, Co-Chief Executive Officer, Pollard Banknote and NeoPollard Interactive



**Defining Lottery elnstants in a Competitive Online Gaming Market Cassandra Fenstermaker,** Deputy Chief Counsel, Pennsylvania
Department of Revenue and **Stephanie Weyant Fidler,** Deputy Executive
Director, Marketing & Product, Pennsylvania Lottery

#### **Lottery Industry Statesman Award**

**Lynne Roiter,** Secretary General of the World Lottery Association (WLA), Former President and Chief Executive Officer, Loto-Québec

**12:30 TO 1:30 PM** — Luncheon

1:30 PM — Digital Draw Games: A New Chapter for Lottery's Oldest Category

Brad Cummings, Founder and Chief Executive Officer, EQL Games

Innovation on the InstantRGS™

Jason Lisiecki, Vice President North America, Instant Win Gaming (IWG)

Lotteries in the Cloud

Jesse Saccoccio, Director, IGT iLottery

#### **Roundtable Discussion:**

#### Innovations in elnstant tickets and online draw-games

Moderator: Mark Michalko, Executive Director, North Carolina Education Lottery Panelists:

**Brad Cummings,** Founder and Chief Executive Officer, EQL Games **Stephanie Weyant Fidler,** Deputy Executive Director, Marketing & Product, Pennsylvania Lottery

Rhydian Fisher, Founder & Chief Executive Officer, Instant Win Gaming (IWG)
Merv Huber-Calvo, Senior Director, Growth Marketing, Scientific Games
Scott Kenyon, Digital Games Manager, Virginia Lottery

Derek Levesque, Director, Instant-Win Product Management, IGT Description of Topic: Online games represent a new frontier of endless potential for creativity to transform the player experience. Look at what has been done in the broader Mobile and video games space. How might Team Lottery and its technology partners re-imagine the way lottery can be played and combine the spirit of fun and adventure with the intrinsic value of traditional lottery play? How does the digital/online world represent a whole new canvass rich with potential to reinvent the way lottery games are played – both elnstants and draw-games?

3:15 PM — Coffee Break

#### PRESENTATIONS:

21st century Lottery Distribution: In Lane & Much More
Terry Presta, Head of Business, North America, Abacus Solutions

iLottery Now, New, Next

Liz Siver, General Manager, NeoPollard Interactive

The Jumbo Wav

Brad Board, Chief Product Officer, Jumbo Interactive



#### Convergence in the Gaming Space

Lorne Weil, Mike Chambrello, Steve Saferin, Brooks Pierce, Inspired Entertainment; and Rebecca Paul, TN Lottery

#### 4:30 PM — HALL OF FAME INDUCTION CEREMONY

Wendy Montgomery,

Senior Vice President, Global Brand, Marketing and Communications, IGT **John Schulz**,

Senior Vice President, Instant Products and Partner Services, Scientific Games **Angela Wong**,

Director of Lottery Solutions, Gaming Laboratories International (GLI)

5:00 TO 7:00 PM — RECEPTION

# **OCTOBER 28 THURSDAY:**

7:30 TO 8:30 AM — Continental Breakfast

8:30 AM — Paul Jason, PGRI, opens the conference sessions in the Ballroom

Roundtable Discussion The "Digital Mentality" of the Data-Driven Future Moderator: Drew Svitko, Executive Director, Pennsylvania Lottery Panelists:

Trevor Allison, Senior CRM Manager, INTRALOT

Richard Bateson, Chief Commercial Officer, Jumbo Interactive

Merv Huber-Calvo, Senior Director, Growth Marketing, Scientific Games Andrew Crowe, Senior Vice President Business Development, Sightline Payments

Brian Rockey, Executive Director, Nebraska Lottery

Description of Topic: How are AI, data-mining, Predictive Analytics, and CRM being applied to drive game development, promotional and messaging strategy, player retention programs, game portfolio management, and a more effective responsible gaming agenda? How is the data-driven "Digital Mentality" re-shaping the organizational focus and guiding principles, and inspiring us to re-imagine all aspect of the entire business, operationally/internally as well as customer-facing/ externally?

#### Re-Imagining Draw Games Promotions

Paul Guziel, Chief Executive Officer, Alchemy 3

#### Elevating and Innovating Winner Experiences

Derek Gwaltney, President and Chief Executive Officer, Atlas Experiences

#### Digital Retail Transformation

Jason Barrs, Vice President, Product Marketing, Carmanah Signs

#### **Roundtable Discussion**

In-Store Retail and Lottery Modernize for the next generation of shoppers

Moderator: **May Scheve Reardon**, Executive Director, Missouri lottery; Chair of Powerball Group

Panelists:

Maxwell Goldstein, Vice President Sales - Americas, Carmanah Signs

Gary Grief, Executive Director, Texas Lottery

Matt Isaac, Senior Director, Lottery Marketing, Pollard Banknote

Terry Presta, Head of Business, North America, Abacus Solutions

Sarah Taylor, Executive Director, Hoosier Lottery and President of MUSL Description of Topic: How is consumer shopping behaviour changing and what are retailers doing to support and align with these new behaviours? How are retailers changing the way options are presented and in-store messaging conveyed to make it easier for the consumer to make choices and have an enjoyable shopping experience?

11:30 AM — Roundtable Discussion The cutting-edge Initiatives and Strategies drivingthe breakneck growth of Digital Lottery even in NON-iLottery states Moderator: Matt Strawn, Chief Executive Officer, Iowa Lottery Panelists:

**Shannon DeHaven**, Vice President of Digital Engagement, Pollard Banknote **Lynne Roiter**, Secretary General of the World Lottery Association, formerly President and Chief Executive Officer, Loto-Québec

**Darrell Smith**, Vice President, Sales and Marketing, Smartplay **Rebecca Swindle**, Vice President of Strategic Development, INTRALOT Description of Topic: "Online" is not just about iLottery. It's about engagement. What are the emerging success strategies that are positioning Lottery to dominate in an increasingly competitive online gaming market-place? What are the Social Media initiatives that are engaging the audience and thereby driving short-term sales as well as long-term growth and sustainability? How about digital engagement tools like Players Clubs, Loyalty or VIP Programs?

12:30 TO 1:30 PM — Luncheon

1:30 TO 4:30 PM — Women's Initiative in Lottery Leadership (WILL)

**Seminar led by Rebecca Paul**, President & CEO, Tennessee Education Lottery Corporation, President World Lottery Association, Founder & Chair of Women's Initiative in Lottery Leadership, and Co-Host Lottery Expo Nashville

**Rebecca Paul:** I am excited about this year's WILL program (Women in Lottery Leadership, scheduled for next Thursday at PGRI. We have a jam-packed program scheduled. Nashville is the largest Television market in America with all female leadership (General Managers). This dynamite group of Nashville's television leaders will be joining us for a conversation about Leadership.

May Scheve, who is taking over the Mentorship Program of WILL, will be discussing how to optimize the effectiveness and impact of this exciting program. And Lynne Roiter, Secretary General of WLA and longtime leader of the lottery industry will be discussing the challenges of being one of the first female lawyers in Canadian Lotteries.

A reception will follow at the Hermitage. Please plan on joining us. All are invited.

**Becky Magura,** President & Chief Executive Officer, Nashville Public Television (NPT)

**Deb McDermott,** Founder & Chief Executive Officer, McDermott Media Group (MMG)

**Tracey Rogers,** Vice President and General Manager of WKRN-TV, the ABC affiliate in Nashville, Tennessee.

**Lynne Roiter,** Former President and Chief Executive Officer,Loto-Québec Secretary General of the World Lottery Association (WLA)

**May Scheve Reardon,** Executive Director, Missouri lottery; Chair of Powerball Group



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