

La Fleur's 2019 Innovation Exchange Preliminary Program
MONTREAL – June 25-27, 2019

Tuesday, June 25

3 p.m. – Check-In at Delta Hotels Marriott Montreal (475, President Kennedy Avenue)

5-7 p.m. – Registration & VIP Cocktail (Loto-Quebec Office)

Wednesday, June 26

8-5 p.m. – Registration

MORNING SEGMENT: Entertainment, Experience & Emotion: The New Consumer's Quest

Loto-Quebec's Co-Host Welcome Address

Entertainment to Create Experiences & Provoke Emotions

Dual Presenter: Cirque du Soleil

Dual Presenter: C2-Mtl

Today's Consumer Entertainment Needs & Expectations

Presenter: Cossette

Experiential Entertainment

Presenter: Connect'n Go

MTL Jazz Festival: Creative Process

Presenter: MTL Jazz Festival

Panel

External speakers

Gold Sponsor Presentation(s)

Luncheon

AFTERNOON SEGMENT: Emergence of the 3Es in the Lottery

Segmentation Study, Innovation Leads & Avenues

Presenter: TBD

Capture & Understand Emotions to Innovate

Presenter: CRI

Lottery case studies

TBD

Happy Hour

Thursday, June 27

8-5 p.m. – Registration

MORNING SEGMENT: Entertainment Opportunities

Inspiring speaker

Presenter: Georges St-Pierre and Justin Kingsley

Experiential Entertainment

Presenter: Moment Factory

Entertainment Games: A Strategic Territory for Innovation

Presenter: Loto-Quebec

eSports: A Diversity of Business Opportunities

Presenter: Northern Arena

eSports: A Passion for Video Games

Presenter: Stephanie Harvey

Board Games: Same DNA with New Opportunities

Presenter: Randolf

Experiential Communications

Presenter: Bell Média

Panel

External speakers

Panel

Lottery CEOs

Gold Sponsor Presentation(s)**Luncheon****AFTERNOON SEGMENT: Surprising Experiences****Video Silver Sponsor Presentation(s)****Lottery case studies**

TBD

Panel:

External speakers

Panel: The Big Takeaways

Canadian Lottery Marketing Directors

Happy Hour**Additional Information****Registration Costs**

<https://lafleurs.com/registration-redirect-montreal/>

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