

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

Presenter: Lynne Roiter, President & CEO, Loto-Quebec

Entertainment to Create Experiences & Provoke Emotions

Dual Presenter: Sheila Morin, Senior Director, Brand & Strategy, Cirque du Soleil

Dual Presenter: Julia Cyborian, VP Marketing & Audience, C2-Mtl

Today's Consumer Entertainment Needs & Expectations

Presenter: Hugo Fournier, Director, Lead Strategy, Cossette

Experiential Entertainment

Presenter: Anthony Palermo, Co-Founder & CEO, Connect'n Go

MTL Jazz Festival: Creative Process

Presenter: Karine Poirier, Manager, Business Development, Sponsorship, Equipe Spectra

Panel

External speakers

Gold Sponsor Presentation: POLLARD BANKNOTE

Luncheon

AFTERNOON SEGMENT: Emergence of the 3Es in the Lottery

Segmentation Study, Innovation Leads & Avenues

Presenter: TBD

Lottery Case Study: Winning the Audience With Exclusive Experiences

Presenter: Karen Aucoin, Brand Manager, Corporate & Sponsorship, Atlantic Lottery

Lottery Case Study: Comedy Pulltabs

Presenter: Marshall Behrns, Senior Content Innovation Specialist, BCLC

Lottery Case Study: Lottery Drivers for Establishing the Lottery Innovation Entertainment Alliance

Presenter: Morten Eriksen, CEO, LEIA

Capture & Understand Emotions to Innovate

Presenter: Julien Brunet, Partner, Head of Strategy, CRI

Lottery Case Study: Luck Happens – Pop Up Concert Series

Presenter: Andrew Leeper, Brand Strategy Coordinator, Texas Lottery

Lottery Case Study: TBD

Lottery Panel: Entertaining Scratcher Trends

Happy Hour

Thursday, June 27

8-5 p.m. – Registration

MORNING SEGMENT: Entertainment Opportunities

Inspiring speaker

Co-Presenters: Georges St-Pierre, Mixed Martial Arts World Champion and Justin Kingsley, Creative Writer/Director

Experiential Entertainment

Presenter: Eric Fournier, Partner and Executive Producer, Moment Factory

Entertainment Games: A Strategic Territory for Innovation

Presenter: Loto-Quebec

eSports: A Diversity of Business Opportunities

Presenter: Carl-Edwin Michel, Founder, President & CEO, Northern Arena

eSports: A Passion for Video Games

Presenter: Stephanie Harvey, Professional Gamer & Influencer

Board Games: Same DNA with New Opportunities

Presenter: Lyne Bouthillette, Marketing & Communications Manager, Randolf

Experiential Communications

Presenter: Alyson Walker, VP, Brand Partnerships & Client Strategy, Bell Média

Canadian Lottery CEO Panel

Gold Sponsor Presentation

Luncheon

AFTERNOON SEGMENT: Surprising Experiences

Video Silver Sponsor Presentation: IDEMIA

Creating New Experiences with Social Media Collaborators

TBD

Surprising the Consumer with New Lottery Experiences

Presenter: Loto-Quebec

Surprising the Consumer with New Lottery Experiences: Leveraging Media Partnerships to Engage U35's (Big Brother)

Co-Presenters: Adam Caughill & Luke Stilin, Directors, CX Design & Innovation, Ontario Lottery & Gaming (OLG)

The Global Lottery Monitoring Systems

Presenter: Ludovico Calvi, GLMS

Panel: The Big Takeaways

Canadian Lottery Marketing Directors

Happy Hour

Additional Information

Registration Costs

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

Corporate Sponsorship:

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<https://lafleurs.com/canadianconference/>