

**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**

**7:30 a.m.-5 p.m.** – Registration/Information Desk

**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**

Presenter: Jennifer Westbury, EVP, Sales & Customer Development, Pollard Banknote Limited

**Luncheon**

**AFTERNOON SEGMENT: Emergence of the 3Es in the Lottery**

**Segmentation Study, Innovation Leads & Avenues**

Co-Presenter: Juliette Link, Senior Specialist, BCLC

Co-Presenter: Juliann Ng, Senior Vice President, Element54

**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

**The Global Lottery Monitoring System**

Presenter: Ludovico Calvi, President, Global Lottery Monitoring System (GLMS)

**Lottery Case Study: ALEXA: Talking To Consumers (Virginia Lottery)**

Presenter: Eddie O'Leary, President, COLAB

**Lottery Panel: Entertaining Scratcher Trends**

**Happy Hour**

Thursday, June 27

7:30-4 p.m. – Registration/Information Desk

## 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: Amahl Hazelton, Head of Strategy & Development--Cities, Moment Factory

### Entertainment Games: A Strategic Territory for Innovation

Presenter: Nathalie Rajotte, Corporate Director, Strategy, Innovation & Business Intelligence, 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: Joël Gagnon, Co-Owner, Randolph

### Experiential Communications

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

### Canadian Lottery CEO Panel

### Gold Sponsor Presentation: Bede Gaming

TBD

### Luncheon

## AFTERNOON SEGMENT: Surprising Experiences

### Video Silver Sponsor Presentation: IDEMIA

Presenter: Alessandra Forest, Sales Director, IDEMIA Identity & Security France

### Creating New Experiences with Social Media Collaborators

TBD

### Surprising the Consumer with New Lottery Experiences

Presenter: Jean-François Grenier, Game & New Lottery Products Director, 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)

**Lottery Case Study: Luck Happens – Pop Up Concert Series**

Presenter: Andrew Leeper, Brand Strategy Coordinator, Texas Lottery

**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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