

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

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: North American Multi-Jurisdictional Scratcher Trends

Sanam Bakhtiar, Director, Lottery Marketing, BCLC

Gary Grief, Executive Director, Texas Lottery

Happy Hour Reception

Hospitality Sponsor: MKODO

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, Director of Publishing And Vice-President, Randolph

Experiential Communications

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

Canadian Lottery CEO Panel

Brent Scrimshaw, President & CEO, Atlantic Lottery

Jim Lightbody, President & CEO, BCLC

Lynne Roiter, President & CEO, Loto-Quebec

Randy Weyersberg, Vice President, Brand & Marketing, OLG

Paul Erickson, President, WCLC

Gold Sponsor Presentation: BEDE GAMING

Michael Brady, Co-Founder, Bede Gaming

Luncheon

AFTERNOON SEGMENT: Surprising Experiences

Video Silver Sponsor Presentation: IDEMIA

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

Presentation

Presenter: Aurélie Sauthier, President, Made In

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

Shannon French-Demille, Marketing Mgr., Jackpot & Regional Games, Atlantic Lottery

Sanam Bakhtiar, Director, Lottery Marketing, BCLC

Marie-Claudette Lalonde, Senior Director, Strategy & Marketing Communication, Loto-Québec

Lou Pagnotta, Director, Marketing Planning, OLG

Adam Cortiula, Director, Marketing, WCLC

Pizza & Beer Reception

Additional Information

Registration Costs

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

Corporate Sponsorship:

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