



**La Fleur's 2019 Austin Conference  
November 18-21, 2019**

**AT&T Hotel & Conference Center—Austin, Texas**

*The 2 ½-day program will feature segments and panels on lottery marketing, instants, in-lane/API retail trends, scratcher & draw game case studies, multi-jurisdictional jackpot games, traditional & digital advertising and sports betting by North American lotteries. La Fleur's Magazine also presents the trophies for La Fleur's 2019 Best Fleurry Ad Awards ceremony. The Texas Lottery is the co-host of the conference.*

***Monday, November 18***

Attendees arrive at AT&T Hotel & Conference Center  
Address: 1900 University Ave, Austin, TX 78705

Private Lottery Marketers Meeting: 2-4 p.m.

Conference Registration: 5-7 pm

Opening Night Reception: 5-7 pm (Terrace AT&T Hotel & Conference Center)

***Tuesday, November 19***

Bagels & Coffee: 8-9 a.m.

Main Program: 9-4:30 p.m.

-Welcome Address: Texas Lottery

-In-Lane Case Study

-Retail Trends panel

-Scratcher Case Studies

-Instant Game Marketing panel

-MUSL panel

- Lottery Director-FY20 Panel
- La Fleur's 2019 Best Fleurry Ad Awards ceremony
- IGT All-Attendee Hospitality Event

***Wednesday, November 20***

Bagels & Coffee: 8-9 a.m.

Main Program: 9-5 p.m.

- Lottery Marketing Director Panel
- Draw Game Case Studies
- Sports Betting Launches
- Lottery Branding Campaigns
- Arizona Lottery's Storytelling Program
- Good Causes Marketing Case Studies
- Lottery Advertising Campaigns

***Thursday, November 21***

Bagels & Coffee: 8:30-9 a.m.

Interactive Marketing Workshop: 9-11:30 a.m.

Guests depart

***Sponsorships***

Contact [terri@lafleurs.com](mailto:terri@lafleurs.com) or [bruce@lafleurs.com](mailto:bruce@lafleurs.com) for information on the Gold Sponsor and Hospitality Sponsor opportunities