



LA FLEUR'S PRELIMINARY 2020 DC CONFERENCE SCHEDULE

(Rescheduled dates in August 2020)

More information to follow as dates are confirmed

LOTTERY REINVENTION SEGMENT

Lottery Reinvention Panel: Mid-Atlantic

- Beth Bresnahan, Executive Director, DC Lottery (Conference Co-Host)
- Gordon Medencia, Director, Maryland Lottery
- Drew Svitko, Executive Director, Pennsylvania Lottery (pending approval)
- Kevin Hall, Executive Director, Virginia Lottery
- Moderator: Terri Markle, La Fleur's Magazine

Maryland Lottery: Managing Widely Divergent Roles
Gordon Medencia, Maryland Lottery

Lottery Reinvention: Pennsylvania Lottery
Drew Svitko, Pennsylvania Lottery (pending approval)

[Gold Sponsor Presentation: Scientific Games](#)

Virginia Lottery: Dynamic Political Conversation About Expanded Gaming in Virginia
Kevin Hall, Virginia Lottery

Coffee Break

SCRATCHERS SEGMENT

Florida Lottery Case Study
Justin Rock, Florida Lottery

North Carolina Case Study
Randy Spielman, Deputy Executive Director of Product Development & Digital Gaming, North Carolina Education Lottery

[Gold Sponsor Presentation: IGT](#)

Scratchers Marketers Panel

Lunch

RETAIL SEGMENT

Retail Trends Panel

- Mike Purcell, Senior Vice President, Sales & Marketing, Kentucky Lottery Corp.
- Drew Svitko, Pennsylvania Lottery

- Gary Grief, Executive Director, Texas Lottery
- Moderator: Byron La Fleur, La Fleur's Magazine

[Gold Sponsor Presentation: Carmanah Signs](#)

Texas Lottery's In-Lane Program
 Ryan Mindell, Lottery Operations Director, Texas Lottery

[Gold Sponsor Presentation: InComm](#)

Coffee Break

SPORTS BETTING SEGMENT

Lottery Sports Betting Panel

- Beth Bresnahan, DC Lottery
- Gordon Medenica, Maryland Lottery
- Keith Whyte, Executive Director, National Council for Problem Gambling (NCPG)
- Kevin Hall, Virginia Lottery
- Moderator: Terri Markle, La Fleur's Magazine

[Gold Sponsor Presentation: INTRALOT](#)

BLOC LOTTO SEGMENT

Mega Millions Director Panel

- Gordon Medenica, Maryland Lottery
- James Carey, Jr., Executive Director, New Jersey Lottery
- Kevin Hall, Virginia Lottery
- Marcus Glesper, Director, Washington's Lottery
- Moderator: Terri Markle, La Fleur's Magazine

MUSL Director Panel

- Drew Svitko, Pennsylvania Lottery (pending approval)
- Gary Grief, Texas Lottery
- Moderator: Terri Markle, La Fleur's Magazine

DAY TWO

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

Registration: 8-5 p.m.

Main Program: 9-5 p.m.

Lottery Marketing Directors Panel

- Nicole Jordan, Director of Marketing, DC Lottery
- Justin Rock, Florida Lottery
- Mike Purcell, Kentucky Lottery Corp.
- TBD
- Moderator: Terri Markle, La Fleur's Magazine

ESCRATCHERS/ILOTTERY SEGMENT

Michigan Lottery Case Study

Brian Fielbrandt, Director of Marketing Research & Analytics, Michigan Lottery

[Gold Sponsor Presentation: NEOPOLLARD INTERACTIVE](#)

Pennsylvania Lottery Case Study
Kara Sparks, Pennsylvania Lottery (pending approval)

Gold Sponsor Presentation: [SPLASHDOT](#)

eScratchers Panel

- Brian Fielbrandt, Michigan Lottery
- Kara Sparks, Pennsylvania Lottery (pending approval)
- TBD
- Moderator: Terri Markle, La Fleur's Magazine

Coffee Break

DRAW GAMES SEGMENT

Kentucky Lottery Case Study
Erica Williams, Director, Terminal-Generated Games, Kentucky Lottery Corp.

Connecticut Lottery Fast Play Case Study
Tom Trella, Director of Lottery Draw Games/Portfolio Strategy & Analysis, Connecticut Lottery Corp.

Arizona Lottery Triple Twist Case Study
Karla Henriksen, Draw Games Product Manager, Arizona Lottery

Draw Game Marketers Panel

- Karla Henriksen, Arizona Lottery
- Tom Trella, Connecticut Lottery Corp.
- Erica Williams, Kentucky Lottery Corp.
- Moderator: Byron La Fleur, La Fleur's Magazine

Lunch

PROMOTIONS SEGMENT

Nebraska Lottery's Direct Marketing Program
Brian Rockey, Nebraska Lottery (pending approval)

West Virginia Lottery's Promotional App
Ronnie Lawson, Lottery Marketing Specialist & Programmer Analyst, West Virginia Lottery

TBD

Promotions Panel

Coffee Break

ADVERTISING SEGMENT

Ad Agency Executive Panel

Value of Digital Advertising on In-Store Retail Sales
Maryjane Glynn, Sr. Manager, Client Services, Ovative Group

Ad Agency Presentation

Lottery Director Takeaways

Speaker Presentation Summaries (Listed alphabetically by organization)

Connecticut Lottery: Fast Play

Tom Trella, Director of Lottery Draw Games

The Connecticut Lottery Corporation (CLC) plans to launch a series of Instant Win Terminal Games in May under the name of Fast Play. Fast Play games are printed out of a lottery terminal, just as Powerball or Mega Millions are. The difference is that Fast Play games are instant win games – no drawing is required to determine if the ticket is a winner. The game play is similar to a typical scratch game, without the need to scratch the ticket because the game play area is not covered.

Florida Lottery: Scratcher Case Study

Justin Rock, Deputy Secretary, Product & Sales, Florida Lottery

This presentation will outline factors fueling Florida's instant ticket growth in FY 2019. The discussion will focus on three key drivers from each of our business units: Product Development, Marketing and Sales and how initiatives from these departments have contributed to driving double digit increases this fiscal year.

Kentucky Lottery: Fast Play

Erica Williams, Director, Terminal Generated Games

The Kentucky Lottery launched a new category of instant terminal games in October 2019. This new category (called Fast Play) far exceeded expectations, maintaining double digit per caps fourteen weeks post-launch. Erica Williams will share the launch strategy that led this success, from the games and features offered at launch to sales training and marketing support. In addition, Erica will discuss the impact of this launch in a year with very few Powerball and Mega Millions jackpots over \$250 million. Finally, she will share the category roadmap for fiscal year 2021.

Maryland Lottery: Managing Widely Divergent Roles

Gordon Medenica, Director, Maryland Lottery & Gaming

Using the Maryland Lottery experience as an example, the discussion will focus on how an Agency can manage widely divergent roles and products (lottery and casinos) within the same Agency infrastructure. On the lottery side, we are the developers, marketers, operators and managers; we run like a business. On the casino side, we are the overseers, regulators and cheerleaders for our casino partners. The two parts of the business come together in many of the Agency's infrastructure roles; finance, technology, human resources, responsible gaming, communications and executive management. But the real lesson in such a structure may become more relevant as lotteries bring sports betting under their auspices, since the activity will have elements of both lottery management and casino oversight. How can lotteries manage a "third leg" to their stool?

Mega Millions and the Future of the National Jackpot Games

A panel discussion among a group of Mega Millions Directors, dealing with issues such as:

- After the peak of '18, what now?
- Dealing with the slow decline of sales and jackpot roll-ups
- Cross-sell – 10 years after
- Add-on features – Megaplier, Just the Jackpot, Double Play
- International trademark developments
- Relationships and cooperation with Powerball

Michigan Lottery's iLottery Case Study

Brian Fielbrandt, Dir., Marketing Research & Analytics, Michigan Lottery

For many years the Michigan Lottery has successfully sold lottery tickets at retail. Some of that successful strategy included identifying retailer locations that make it easy for our players to purchase. However,

our players showed they wanted to engage with the brand more resulting in an online presence. This started with “second chance” promotional sites that allowed players to enter in non-winning tickets for a chance to win prizes and has brought us to where we are today. I plan to present on the Michigan Lottery’s omni-channel strategy which focuses on being exactly where players are when they want to play and providing opportunities to engage with the brand on multiple channels and in many different ways.

The Value of Digital Advertising on In-Store Retail Sales

Maryjane Glynn, Senior Manager of Client Services, Ovative Group

Learn how Michigan Lottery and Ovative Group partner to drive incremental Retail Lottery sales through digital advertising (Facebook, Snapchat, YouTube, Interactive Ads, and more!) Ovative’s industry-leading testing and omni-channel measurement approach enables Michigan Lottery to understand digital advertising’s impact on both iLottery and Retail sales and has proven that omni-channel players are significantly more valuable than single channel. Within Michigan test geographies exposed to digital advertising, Retail observed up to a 7.5% incremental sales lift. Successful digital advertising testing has led Michigan Lottery to deploy an always-on digital approach supporting FY2019 contribution to the School Aid Fund of over \$1 billion.

North Carolina Education Lottery: Scratcher Case Study

Randy Spielman, Deputy Executive Director, Product Development & Digital Game, NCEL

Transitioning from a developing to a mature game portfolio while maintaining sales growth can be difficult for any Lottery to navigate. This presentation focuses on the North Carolina Education Lottery’s path towards portfolio maturity, and the strategies that were implemented to sustain sales and return growth. The presentation will also highlight the steps the NCEL is taking towards a possible digital instant program launch, and the importance of positioning for that game category.

Texas Lottery: In-Lane Developments

Ryan Mindell, Lottery Operations Director, Texas Lottery

The Texas Lottery launched two in-lane solutions at the end of 2019—the QUICKTICKET at over 1,500 Dollar General stores and a print on paper in-lane solution (receipt ticket) at its retail partner H-E-B. Ryan will provide updates on both launches as well as details on the future of in-lane lottery products in Texas.

Virginia Lottery: Dynamic Political Conversation About Expanded Gaming in Virginia

Kevin Hall, Executive Director, Virginia Lottery

Few states are having as dynamic a political conversation about expanded gaming as the Commonwealth of Virginia. Like many lotteries, Virginia’s Lottery has seen continued success with the expansion of touchscreen vending into grocery and drug stores, including WalMart and CVS. In the past year, the Virginia Lottery launched a mobile, tethered option at retail to provide a digital solution to Virginia’s online sales restrictions. And in this year’s legislative session, the Lottery is leading efforts to ban thousands of gray machines which have flooded into Virginia and cannibalized lottery sales. In addition, an iLottery bill is successfully moving through the legislature with little opposition. State lawmakers also appear ready to approve sports betting and authorize Virginia’s first-ever commercial casinos, with the Lottery serving as the regulator of both of these new forms of gaming. The Virginia Lottery is leveraging more than 30 years’ of brand awareness, its reputation for integrity and its long-standing support for responsible gaming to assume the leading role in Virginia’s rapidly expanding gaming environment.

West Virginia Lottery: Promotions Case Study

Ronnie Lawson, Lottery Marketing Specialist / Programmer Analyst, West Virginia Lottery

The West Virginia Lottery Marketing team participates annually in multiple fairs and festivals throughout the state to promote lottery products and celebrate retailers who love to sell those products. No matter where a lottery-sponsored retailer promotion may be held, the retailer’s clientele is sure to

follow. Fueled by their passion to support the state, players show up early; often, and in large volume. This presentation will cover a concept concretized addressing multiple issues encountered at heavily attended promotions, solutions to those issues, players perceptions of those solutions, and the resulting unintended positive increase in sales.