



WORLD
LOTTERY
SUMMIT
2018 
BUENOS AIRES

BUSINESS PROGRAM

November 18–22, Hotel Hilton Buenos Aires

Dress Code

The dress code for the entire convention, trade show, and opening dinner is business casual. Attendees at the opening dinner are advised against wearing high heels.

The dress code for the closing dinner is business attire. Attendees at the closing dinner should wear high heels at their discretion.

Thursday, 15 November 2018

08:00 - 23:59

Exhibitor Build – Trade Show

Contributors only

Friday, 16 November 2018

08:00 - 23:59

Exhibitor Build – Trade Show

Contributors only

18:00 - 21:00

Volunteers Welcome Reception

Saturday, 17 November 2018

00:01 - 23:59

Exhibitor Build – Trade Show

08:30 - 12:00

Volunteers Briefing

13:00 - 16:00

Pre-Event Tour – Buenos Aires Highlights

14:00 - 17:00

Registration Desk Open

Sunday, 18 November 2018

09:00 - 12:00

Pre-Event Tour – Buenos Aires Highlights

09:00 - 19:30

Registration Desk Open

11:00 - 14:00

WLA Executive Committee Meeting

16:00 - 16:15

Event Introduction

16:15 - 17:00

Keynote 1, Miracle in the Andes

Nando Parrado (<https://www.worldlotterysummit.org/ehome/200175896/keynote-speakers#nandoparrado>)

17:00 - 18:30

Trade Show Opening and Cocktails

18:30 - 19:00

Transfer from Hilton to Opening Gala Venue (La Rural – Informal Gaucho Evening)

19:00 - 22:30

Opening Dinner

20:15 1st Show

20:45 2nd Show

21:15 3rd Show

21:30 - 23:00

Transfer back to hotels

Monday, 19 November 2018

08:00 - 17:30

Registration Desk Open

09:00 - 09:30

National Anthem and Welcome Address by WLA President and Host Lottery Guest VIP Welcome

BALLROOM PACIFICO B

09:00 - 12:00

Accompanying Persons' Program

09:30 - 10:15

Keynote 2, Attract Millennials – Learn to Meet the Challenge

Jeff Fromm (<https://www.worldlotterysummit.org/ehome/200175896/keynote-speakers#jefffromm>) BALLROOM PACIFICO B

10:15 - 10:30

Platinum Contributor Presentation 1 – INTRALOT

BALLROOM PACIFICO B

10:30 - 11:00

Coffee Break

11:00 - 11:45

Keynote 3, The Prevention of Competition Manipulation

Tyler Hamilton (<https://www.worldlotterysummit.org/ehome/200175896/keynote-speakers#tylerhamilton>) BALLROOM PACIFICO B

11:45 - 12:30

Keynote 4, Ensuring Ethical Conduct and Preventing Manipulation During Olympic Competitions

Friedrich Martens – IOC (<https://www.worldlotterysummit.org/ehome/200175896/keynote-speakers#friedrichmartens>)

BALLROOM PACIFICO B

12:30 - 12:45

Platinum Contributor Presentation 2 – IGT

BALLROOM PACIFICO B

12:45 - 14:30

Trade Show and Lunch

14:30 - 15:30

Parallel Session 1

The Role of Corporate Social Responsibility Today and Moving Forward

(<https://www.worldlotterysummit.org/ehome/200175896/parallel-sessions/?&language=eng#ps1e>) BALLROOM PACIFICO B

14:30 - 15:30

Parallel Session 2

How to Attract and Retain the Elusive Millennial Generation

(<https://www.worldlotterysummit.org/ehome/200175896/parallel-sessions/?&language=eng#ps2e>) BALLROOM ATLÁNTICO A

14:30 - 15:30

Parallel Session 3

Sports Betting: Ensuring that Integrity Always Comes Out on Top

(<https://www.worldlotterysummit.org/ehome/200175896/parallel-sessions/?&language=eng#ps3e>) BALLROOM ATLÁNTICO B

15:30 - 16:00

Coffee Break

16:00 - 17:00

Parallel Session 4

Tools to Fight Unauthorized Lottery Services (<https://www.worldlotterysummit.org/ehome/200175896/parallel-sessions/?&language=eng#ps4e>) BALLROOM PACIFICO B

16:00 - 17:00

Parallel Session 5

The Whys and Wherefores of the Proposed WLA By-Law Changes

(<https://www.worldlotterysummit.org/ehome/200175896/parallel-sessions/?&language=eng#ps5e>) BALLROOM ATLÁNTICO A

16:00 - 17:00

Parallel Session 6

Jean Jorgensen Merit Award for Innovation, winner presentations

(<https://www.worldlotterysummit.org/ehome/200175896/parallel-sessions/?&language=eng#ps6e>) BALLROOM ATLÁNTICO B

17:00 - 18:30

Trade Show and Cocktails

19:15 - 23:15

Customer Appreciation Gala Dinner

(Hosted by IGT, INTRALOT, SGI – WLA Lottery-Members-only event)

(<https://www.worldlotterysummit.org/ehome/200175896/social-program/?&language=eng#CCAGDEN>)

Tuesday, 20 November 2018

09:00 - 09:45

Keynote 5, The Blockchain Revolution

Don Tapscott (<https://www.worldlotterysummit.org/ehome/200175896/keynote-speakers#dontapscott>) BALLROOM PACIFICO B

09:45 - 10:00

Platinum Contributor Presentation 3 – Scientific Games International

BALLROOM PACIFICO B

10:00 - 10:45

Keynote 6, Leveraging artificial intelligence

Naomi Goldapple (<https://www.worldlotterysummit.org/ehome/200175896/keynote-speakers#naomigoldapple>) BALLROOM PACIFICO B

10:45 - 11:15

Coffee Break

11:15 - 12:00

Platinum Contributor Panel Session

BALLROOM PACIFICO B

11:30 - 14:30

Accompanying Persons' Program

12:00 - 14:45

Trade Show Lunch and Afternoon

14:45 - 15:30

Keynote 7, Gamification – Taking it a Step Further Than 4 Years Ago

Jane McGonigal (<https://www.worldlotterysummit.org/ehome/200175896/keynote-speakers#janemcgonigal>) BALLROOM PACIFICO B

15:30 - 16:30

Parallel Session 7

Is Blockchain Technology Our Best Bet?

An In-Depth Look at Cybersecurity Today (<https://www.worldlotterysummit.org/ehome/200175896/parallel-sessions/?&language=eng#ps7e>) BALLROOM PACIFICO B

15:30 - 16:30

Parallel Session 8

Can industry disruptors be beaten at their own game?

Facing Disruptors: What are Our Options? (<https://www.worldlotterysummit.org/ehome/200175896/parallel-sessions/?&language=eng#ps8e>) BALLROOM ATLÁNTICO A

15:30 - 16:30

Parallel Session 9

How to game the future (<https://www.worldlotterysummit.org/ehome/200175896/parallel-sessions/?&language=eng#ps9e>) BALLROOM ATLÁNTICO B

16:30 - 17:00

PGRI Hall of Fame Induction

BALLROOM ATLÁNTICO A

16:30 - 17:00

WLA Responsible Gaming Certification:

Q & A session with the Independent Assessment Panel Members BUEN AYRE A

17:00 - 18:00

Reception: Women's Initiative in Lottery Leadership (WILL)

BALLROOM ATLÁNTICO A

17:00 - 23:59

Free Evening

Wednesday, 21 November 2018

09:00 - 09:45

Keynote 8, On Innovation

[Isela Costantini](https://www.worldlotterysummit.org/ehome/200175896/keynote-speakers#iselacostantini) (https://www.worldlotterysummit.org/ehome/200175896/keynote-speakers#iselacostantini) BALLROOM PACIFICO B

09:45 - 10:00

Platinum Contributor Presentation 4 – NOVOMATIC Lottery Solutions

BALLROOM PACIFICO B

10:00 - 10:45

WLA Advertising Awards, Interactive Awards Session

BALLROOM PACIFICO B

10:45 - 11:15

Coffee Break

11:15 - 12:30

Lotteries Summit and Pep Talk

BALLROOM PACIFICO B

11:30 - 15:30

Accompanying Persons' Program

12:30 - 14:00

Trade Show Activity, Lunch and Official Closing of the Trade Show

13:00 - 14:00

WLA Responsible Gaming Certification:

Q & A session with the Independent Assessment Panel Members BUEN AYRE A

14:00 - 17:00

Biennial WLA General Meeting, Regional Associations' reports, WLA Responsible Gaming Awards

BALLROOM ATLÁNTICO A AND B

17:00 - 17:30

First meeting of the newly-elected WLA Executive Committee

19:30 - 23:59

Closing Dinner, Awards, and Party

20:00 1st Show

22:30 2nd Show

22:40 DJ and dancing

Thursday, 22 November 2018

09:00 - 15:00

Optional Networking Day
