



la fleur's

14th Annual Lottery Symposium

**April 5-8, 2009
Washington, D.C.**

Sponsored By:



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LA FLEUR'S 14TH ANNUAL LOTTERY SYMPOSIUM PROGRAM (SUBJECT TO CHANGE)

La Fleur's Magazine will host La Fleur's 14th Annual Lottery Symposium at The Renaissance Mayflower Hotel in Washington, D.C. (April 4-8, 2009). The co-host for our D.C. symposium is the District of Columbia Lottery and Charitable Games Control Board. The symposium's dates coincide with the 2009 National Cherry Blossom Festival® (March 28-April 12, 2009).

All of the main presentations will run 15 minutes each. The symposium will also feature "Interactive Breaks" for further discussion on the various speakers' presentations.

The symposium will be held at the historic Renaissance Mayflower Hotel. Local points of interest include the White House, National Mall, Smithsonian Museums, National Gallery of Art, FDR Memorial, Vietnam Memorial, National World War II Museum and the Holocaust Museum. Reagan National Airport is 15 minutes by car, taxi or Metro subway. Dulles International Airport is 45 minutes by car/taxi. BWI Airport is 60+ minutes by car/taxi.

SATURDAY, APRIL 4

Free Pre-Symposium Events

Time: 10 a.m.-Noon

NATIONAL CHERRY BLOSSOM PARADE

Enjoy this long-standing Washington tradition featuring marching bands, floats, balloons, and other family entertainment.

(Additional information: www.nationalcherryblossomfestival.org)

SUNDAY, APRIL 5

4-7 p.m.—Symposium Registration

5-7 p.m.—Opening Reception

MONDAY, APRIL 6

8-9 a.m.—Danish & Coffee

Symposium Program

9 a.m.—6 p.m.

□ Segment: Tough Market Realities

In a tough market everything has to be done better and produce better results. The D.C. Lottery has launched an initiative to build a new data warehouse, business intelligence tools, and analytics to allow for better planning, data mining and execution to take place. This segment will examine the importance of several of these elements from different

perspectives:

□ The research that the D.C. Lottery is using for game management, design, and promotions (marketing)

Speaker: TBA

□ The business intelligence framework that the D.C. Lottery has developed to perform critical analytics

Speaker: Bruce Jones, Director, Information Technology, D.C. Lottery

□ The creative reports, tracking, and scheme that the D.C. Lottery uses to manage its instant products (sales) the building of pilots to gain useful product information and test research information, such as DCLB TV

Speaker: Billy Parson, Director, Sales, D.C. Lottery

Segment: Social Media Marketing

□ Incorporating FaceBook Into Traditional Lottery Marketing

Programs

Jane Gregory, Vice President/Account Director, and Deborah Riley Draper, Director, Experiential Marketing, BBDO Atlanta

Free access social networking websites such as FaceBook, MySpace and LinkedIn, allow a virtual community of users to stay remotely hooked into each other lives as well as restart communication by pokes, news feeds, chat and video. Users can instantly select whether to hear more or less about certain friends or applications.

□ FaceBook: Focus Group Testing

This interactive panel will feature multiple lottery marketers on stage who will join in a month-long test of creating a FaceBook presence. It will include both male and female as well as span multiple decades of age. The panel will discuss the challenges of navigating the website, uploading photos and videos, interacting/poking and sending personal news feeds from the wall.

Segment: Instant Innovation

□ Cash Spectacular

Kim McGlothlen, Marketing Director, Arizona Lottery

The lottery is experiencing record-breaking sales from the introduction of a \$100 Million Cash Spectacular instant ticket. Key factors related to success include higher payouts, multiple facings, reoccurring media

campaigns, meaningful top prize, promotion and retailer education.

□ Instant Ticket Experimentation

Glenn Strong, Instant Game Product Manager, Michigan Lottery
The Michigan Lottery has developed some innovative instant ticket play styles, including enhancements to its base game line-up.

□ Sponsor Presentation: Pollard Banknote

Segment: Instant Case Studies

□ Bass Pro Shops Instant Ticket Launch

Margaret DeFrancisco, President & CEO, Georgia Lottery Cop.
The Georgia Lottery Corp. is launching a licensed Bass Pro Shops instant ticket that will feature a spectacular "trophy" launch event as well as promotions aimed at promoting the experiential prizes.

□ Licensed Games Program

Paula Otto, Executive Director, Virginia Lottery
The Virginia Lottery runs a lot of licensed game programs to grow instant sales. Otto will discuss the lottery's ROI analysis to calculate the effectiveness of these types of games.

□ \$10 Crossword Success

Loto-Québec has successfully tested a C\$10 price point for its extended play ticket—Crossword—with great success. Other Canadian lotteries are evaluating higher price points for this popular ticket concept.

□ Testing Higher Instant Prize Payouts

Robert Tirloni, Products Manager, Texas Lottery
The Texas Lottery will give sales results and advice on the launch of its new high roller \$50 instant game as well as retooling a \$20 spotlight game at a higher prize payout. The launch of Easy Play cards will also be discussed.

Private Meeting for Lottery Marketing & Sales Directors

Moderator: Terri La Fleur, Publisher, *La Fleur's Magazine*
This is an opportunity for one-to-one networking with lottery peers.

TUESDAY, APRIL 7
8-9 a.m.—Danish & Coffee

□ **New CEO: Connecticut Lottery**

Anne Noble, President & CEO,
Connecticut Lottery Corp.

An "Inside Perspective" on what is the state of affairs at the lottery, current challenges and successes and what's ahead.

□ **Is The Lottery Industry Recession Proof?**

Paul Lauzon, Senior Vice President,
Ipsos-Reid

The impacts of the recent downturn in the economy have rippled through all sectors in North America. Find out in this presentation from the lottery player's perspective how discretionary spending has been affected by the economy. Ipsos Reid will share with the audience current omnibus study results on how players are coping, and what lottery play and spending adjustments they may have made.

Segment: New Product Launches

□ **Make Me a Millionaire TV Show**

Michael Brennan, Deputy Director,
Marketing & Sales, California Lottery

The California Lottery launched its new weekly TV show in January. There are four game segments for the show involving a pool of 12 contestants of which seven contestants play any one of the four games.

□ **Powerball Launch**

Dennis Harmon, Deputy Secretary,
Florida Lottery

The Florida Lottery became the newest member to join the Powerball bloc when it inaugurated sales in January 2009. It achieved the highest first draw sales in the history of the game. The marketing campaign included a 11-stop statewide educational campaign as well as TV, radio, newspaper, social networking, Internet and digital advertising.

Segment: Lottery Branding

□ **Rebranding LOTTO 6/49**

Natalie Prychitko, Director, Lottery
Services, Ontario Lottery & Gaming
Corporation

LOTTO 6/49 is OLG's flagship national brand. This presentation will

address the rationale for repositioning, the process taken and the challenges faced. With a rich history of successful brand and jackpot advertising as well as anticipating the evolution of the lottery landscape on the horizon, maintaining relevance was mission critical.

□ **Building On A Strong Foundation**

Alison Stultz, Category Manager,
Corporate Brand, Atlantic Lottery
Atlantic Lottery had reached a crossroads and it was time for a new direction—a direction that leverages the past, challenges the present and helps define the future. This is a future where employee pride drives the brand, where Atlantic Canadians celebrate playing, winning and supporting Atlantic Canada. ALC believes the end-state is achievable and it has begun the journey.

□ **Washington's Lottery: Advertising Goes to the "Birds"**

Theresa Danforth, Marketing Director,
Washington's Lottery

Washington's Lottery began airing an emotionally evolved brand campaign involving birds that is resonating very well with consumers. This is a very important branding campaign for the lottery, as it had previously not done anything around the "lottery" brand. The goal of the brand campaign is to shift the perception of Washingtonians around the possibilities of what could happen while playing the lottery.

Segment: Mobile Marketing

□ **Interactive Lotteries: Mobilizing for Good Causes**

Andre Chaker, Director, New
Business, Veikkaus Oy

The Finnish National Lottery has a strong and established Internet business and an emerging mobile business. Changes in the legal, technology, behavioral and communication frameworks in each country will offer a unique set of opportunities and challenges.

□ **Maryland Lottery: Mobile Program**

Barbara Jones-Frederick, Sr. Advertising
Manager, Maryland Lottery

The Maryland Lottery has partnered with a group of radio stations to implement a text messaging program. Opt-in players receive regular SMS

with new scratch tickets, new online promotions, jackpot alerts and second chance drawings.

□ **Wireless Marketing**

Brad Beckstrom, ApolloBravo

This presentation will feature the latest in wireless marketing, including case studies from successful permission-based promotions. Examples will include branded content, Text2win sweeps, phone promos, SMS coupons and wireless mystery shopping.

Segment: Terminal Advertising

□ **WCLC's Payday Flash Advertising**

Brad Wiebe, Marketing Director,
WCLC will showcase the benefits of bringing advertising to the store level through the lottery terminal. The presentation will also show how the terminal can be used to implement player protection initiatives.

Segment: Promotional Programs

□ **Spotlight: Nebraska Lottery**

Neil Watson, PIO, Nebraska Lottery
The Nebraska Lottery is utilizing different couponing efforts including e-coupons, relationship marketing offers and game simulators to drive lottery sales.

WEDNESDAY, APRIL 8
9-11 a.m.

□ **Interactive Advertising Workshop**

This will be an interactive session where lottery marketers and ad agency executives take the microphone to give a witty and insightful summary of their current advertising work. Come prepared with notes! This session will feature the newest TV ad campaigns for lotteries, including instant, online and institutional spots.

DEADLINE: MARCH 10 FOR AD DVDs !!!!

All lottery organizations sending delegates to La Fleur's 14th Annual Lottery Symposium are invited to contribute examples of new lottery TV ads. This workshop will explore new corporate and product advertising. Up to five ads can be submitted on DVD to *La Fleur's Magazine* by **March 10, 2009**. Please send DVD to:
La Fleur's Magazine
14424 Chrisman Hill Drive
Boyd's, MD 20841 U.S.A.
Questions: (301) 916-4478

LA FLEUR'S 14TH ANNUAL LOTTERY SYMPOSIUM REGISTRATION FORM
(RENAISSANCE MAYFLOWER HOTEL, WASHINGTON, D.C.—APRIL 5-8, 2009)

Registration fees cover the four-day conference, opening night cocktail reception, continental breakfasts, coffee breaks and two luncheons. Each delegate must fill out a separate form. Please send form with the payment (credit card or cash payment) to register. Make checks payable in U.S. funds to: TLF Publications, Inc. Mail registration and check to: TLF Publications, 14424 Chrisman Hill Dr., Boyds, MD 20841 U.S.A. Fax registration to: (301) 916-1718.

REGISTER ONLINE AT WWW.LAFLEURS.COM

First Name	Last Name
Job Title	
Government Agency or Company	
Mailing Address	
City	State/Province/Country Zip/Postal Code
Business Phone (include area code)	Business Fax (include area code)
E-Mail Address	

Government Personnel Registration Fees §

	RESTRICTED Regular Registration (by 3/20/09)	RESTRICTED Premium Registration (after 3/20/09)
One Government Organization Personnel Registration	\$600	\$650
Five Government Registrations (Buy 4, Get 1 Free)	\$2,400	\$2,600

Corporate Vendor / Supplier/ Ad Agency Registration §

	RESTRICTED Regular Registration (by 3/20/09)	RESTRICTED Premium Registration (after 3/20/09)	CANCEL ANYTIME Registration
One Corporate Registration	\$1,150	\$1,200	\$1,350
Spouse	\$295	\$295	\$295

TOTAL AMOUNT OF MONEY PAID BY CHECK OR CREDIT CARD: \$ _____

§ Please Note: RESTRICTED registration fees are non-refundable after February 20, 2009. There are no exceptions to this rule. Delegate substitutions are acceptable. Registration fees are not exchangable for future La Fleur's conferences. The CANCEL ANYTIME registration fee allows a vendor to cancel his/her registration at any time and receive a full monetary refund. To charge your registration fee, please check the credit card type and complete the card number and expiration numbers below:

Charge to: American Express Mastercard Visa

Credit card number	Credit Card Expiration Date

Reserving A Room At The Renaissance Mayflower Hotel

Delegates are responsible for registering for their own room at The Renaissance Mayflower Hotel in Washington, D.C. The symposium organizer, *La Fleur's Magazine*, does not book rooms for delegates. Delegates can register online at: <http://www.marriott.com/hotels/travel/wassh?groupCode=flefla&app=resvlink&fromDate=4/4/09&toDate=4/11/09> Delegates can also call the Mayflower Hotel's in-house reservations department at 1-202-776-9251 or Renaissance Hotels at 1-800-HOTELS1 to book a room (ask for La Fleur's Annual Lottery Symposium 2009 room rate). *La Fleur's Magazine* has reserved a limited block of rooms at a discounted rate of **\$249** per day (exclusive of applicable Washington, D.C. taxes) for the three nights of the symposium. The rack rate is **\$499** during this period. After the block of rooms is depleted, the hotel will charge its regular rack rates. The hotel's address is: The Renaissance Mayflower Hotel, 1127 Connecticut Avenue N.W., Washington, D.C. 20036. All rooms must be guaranteed with a credit card.