APLA/WLA SEMINAR 2014

Marketing in the New Age
Captivate, Innovate, Engage

EDSA People Power Monument

Hosted by:
Philippine Charity Sweepstakes Office

Supported by:

APLA Gold Sponsors:

APLA Silver Sponsors:
With the forward-looking theme of “Marketing in the New Age: Captivate, Innovate, Engage”, this seminar focuses on the marketing and sales function in a lottery during an environment of rapid technological changes and expectations of stronger social safeguards to minimize harm to customers. How do we “Captivate” the target customer segments, “Innovate” to keep up with changing consumer behaviour, and “Engage” players continuously for a fun and entertaining experience, all in a socially responsible manner?

Alongside the quick advent of new technologies, lottery organisations find ourselves not just combating illegal betting, but also increasingly facing competition from various evolving forms of gaming and entertainment. To sustain our earnings for contribution to public good, it is crucial that lotteries learn modern and innovative ways of marketing from other industries, which is what we aim to achieve with our diverse and international panel of distinguished keynote speakers. Industry experts, APLA Sponsors and lottery operators from APLA and WLA will also share the latest trends and best practices in Asia and around the world.

Hosted by Philippine Charity Sweepstakes Office (PCSO), the seminar will be held in Sofitel Philippine Plaza Hotel in Manila, Philippines. This city, with its dense myriad of warm hospitality, urban development, historic sentiment, colourful festivals and exotic cuisine, has been ranked by Forbes.com as part of “the friendliest country in Asia”.

APLA, PCSO, together with the WLA, welcome you to Manila for a rewarding experience and a pleasant stay.

Yours Sincerely,

Tan Soo Nan
Chairman, Asia Pacific Lottery Association, and
Chief Executive Officer, Singapore Pools (Private) Limited
Modern Marketing – A Fine Balance

Marketing is a core function within any organization without which we'd have nothing to sell and no stories or dreams to share with our clients. Given this vital role, and the fact that times are now changing faster than ever, keeping pace with progress and up-to-date best practice is as essential for the lottery industry as it is for any other.

The characteristics of marketing are, however, pretty complex and require different mindsets depending on who's working on which P*. Coordinating and leveraging the talents of everyone from the creative artist to the technician and scientist is a balancing act which must be mastered in order to succeed.

The WLA, APLA, PCSO and Singapore Pools have designed an excellent seminar program that aims to address many of these topics. Building and maintaining a strong brand is unquestionably a high priority, but what are the implications of the digital revolution on our marketing efforts? How much of a social responsibility lies on us and how does this impact our efforts to raise money for good causes? The artists and innovators will also have their fair share of topics as will those who need facts and figures to establish ROI and market research data.

Two packed days of exciting and thought provoking material await you in Manila. As always, we have world class speakers as well as lottery insiders sharing their experiences and discussion panels. This is a wonderful opportunity also to meet like-minded people and to network.

I look forward to seeing you in Manila in April.

Yours Sincerely,

Jean Jørgensen
Executive Director, World Lottery Association

* The Marketing ‘P’s – Product, Place, Price, Promotion, Processes, Physical environment, People
Highlights of the Seminar Programme include:

Keynote Addresses not to be missed:

- “The Digital Revolution & its Implications for Marketing” by Mr Charles A. Lim, EVP/Head of Consumer Wireless Business of Smart Communications & COO of Digitel Mobile Philippines, Philippine Long Distance Telephone Company;
- “Organizational Storytelling – A Narrative Approach to Brand Building in Today’s Marketplace” by Mr Viswa Sadasivan, CEO, Strategic Moves;
- “Future in Focus: The Rise of Online Gambling & the Threats, Challenges & Opportunities for Lotteries & Regulators” by Ms Kerry Jane Brown, Vice President, Southeast Asia, comScore;
- “Building Competitive Advantage & Capturing Value in the Service Economy” by Prof Jochen Wirtz, Professor of Marketing and Academic Director, UCLA-NUS Executive MBA, National University of Singapore;
- “Managing the Customer Experience: Acquisition, Customer Loyalty & Retention” by Mr Thomas Arasi, President & COO, Solaire Resort & Casino;
- “Jollibee’s Recipe for Success – Lessons for Lotteries” by Mr Jose A. Minana, Group President, Jollibee Foods Corporation;
- “Innovative Lottery Solutions, Customer Communication & Loyalty Programs around the World” by Mr Reidar Nordby Jr., Chairman, Nordby Associates;
- “Using Certified Responsible Gaming for Business Growth” by Mr John Luff, Founder, Sustainable Marketing.

“In Conversations” with industry speakers:

- “Responsible Marketing Practices for Lotteries” featuring Mr John Luff, Founder, Sustainable Marketing, and Mr Henry Chan, Executive Director, Strategic Business Development, Hong Kong Jockey Club;
- “Instant Lottery Games – Engaging the Digital Generation”;
- “Challenges, Issues & Opportunities in Sports Betting”;
- “Multi-Jurisdictional Games – Challenges & Opportunities for the Asia Pacific Bloc”.

Panel Sessions on the industry’s latest developments:

- “Experience of Lotteries in Corporate Social Responsibility”;
- “Effective Management of Multi-Channel Distribution for Lotteries & Sports Betting”;
- “Social Media Marketing in Lotteries”;
- “Remote Channel Marketing – Opportunities & Social Safeguards”.

Updated on: 10 April 2014
Highlights of the Business Programme:

Keynote Speakers include:

**Keynote 1:**

**“The Digital Revolution & its Implications for Marketing”**

Charles is the Executive Vice President and Head for Consumer Wireless Business of Smart Communications, Inc. Concurrently, he is also the Chief Operating Officer of Digitel Mobile Philippines, Inc. (DMPI) which carries the brand, Sun Cellular. Smart and DMPI are subsidiaries of PLDT (Philippine Long Distance Telephone Company). PLDT is the largest and most diversified telecommunications company with the most extensive fibre optic backbone and fixed line and cellular networks in the Philippines. Smart won the Operator of the Year award at both the 15th Telecom Asia Awards, and the 2nd Asia Communications Awards, as well as The Most Innovative Company Award at the Asia CEO Awards.

Prior to the acquisition of Digitel by PLDT, Charles was Business Unit CEO for the Landline and Cellular business of Digitel Telecommunications Philippines, Inc. He was previously the Strategic Business Unit Head for Mobile Communications of Globe Telecom Inc. before joining Digitel. He was also the Director for Brand Marketing, Greater China of Coca-Cola China Limited, Hong Kong, and the Business Unit Head, Van den Bergh Foods of Unilever Philippines, Inc. He is a graduate of the Ateneo de Manila University, and is married with 3 children.

**Keynote 2:**

**“Organizational Storytelling – A Narrative Approach to Brand Building in Today’s Marketplace”**

Viswa is CEO of Strategic Moves Private Limited, a consultancy and training firm with a focus on corporate strategy and crisis and strategic communications for key decision makers. To date, he has engaged decision makers of more than 150 organisations and close to 7,000 CEOs/Directors, from the regional operations of Fortune 500 companies to government and quasi-government agencies in Singapore and the region.

With his wide network and deep understanding of public policy, he has been invited on several occasions to speak at forums and to serve on high level national committees and boards. He played a key role as Strategic Advisor in helping Las Vegas Sands Corporation win the Marina Bay Integrated Resort bid in Singapore, providing strategic council for the entire duration of the bidding process spanning 15 months. This is deemed as one of the largest Integrated Resort and Casino developments in the world to be constructed at a cost of over SGD 6 billion.

He served as a Nominated Member of Parliament in Singapore from July 2009 to April 2011. He has a Master in Public Administration degree from the Kennedy School of Government and Administration, Harvard University, where he topped his class in Negotiation and Conflict Resolution.
Keynote 3: “Future in Focus: The Rise of Online Gambling & the Threats, Challenges & Opportunities for Lotteries & Regulators”

Kerry has over 13 years’ experience in media research from both the UK and Southeast Asia. She is responsible for the commercial business throughout Southeast Asia for Audience Analytics, Advertising Analytics and Digital Analytics. Headquartered in USA and listed on NASDAQ, comScore is a leading research and internet technology company that provides analytics in the digital world, with global data coverage of 172 countries.

Kerry has worked at one of the UK’s largest Media Owners specializing in research to support the commercialization of its portfolio of broadcast, online and mobile offerings. She then went to the heart of research, taking on roles at Kantar Media and Nielsen. As a Director at Kantar Media she provided a broad spectrum of media clients with custom research to help them contextualize the digital space and prove the effectiveness of their offering. She was responsible for developing an MRS award winning media planning tool. She then led Nielsen Online in developing its business for syndicated online audience measurement solutions in Southeast Asia. This role expanded to helping Nielsen work towards delivering its cross media measurement planning tool.

Ms Kerry Jane Brown
Vice President, Southeast Asia, comScore

Keynote 4: “Building Competitive Advantage & Capturing Value in the Service Economy”

Prof Wirtz is Professor of Marketing at National University of Singapore (NUS), the founding director of the dual degree UCLA – NUS Executive MBA Program (ranked globally #5 in the Financial Times 2013 EMBA rankings, and # 3 in the EIU 2013 rankings), a member of NUS Teaching Academy (the NUS think-tank on education matters), and an international fellow of Service Research Center at Karlstad University, Sweden.

Having worked in the field of services for over 25 years, his research focuses on service marketing and has been published in over 90 academic journal articles (incl. in Harvard Business Review, Journal of Consumer Psychology, Journal of Retailing, Journal of Service Research, and Journal of the Academy of Marketing Science), 130 conference presentations, and some 40 book chapters. His over 10 books include “Services Marketing – People, Technology, Strategy” (Prentice Hall, 7th edition, 2011), co-authored with Professor Lovelock, a world’s leading services marketing textbook, with sales of over 600,000 copies.

He has received over 40 awards, including the Academy of Marketing Science (AMS) 2012 Outstanding Marketing Teacher Award (the highest recognition of teaching excellence of AMS globally) and the prestigious, top university-level Outstanding Educator Award at NUS.

Prof Jochen Wirtz
Professor of Marketing
and Academic Director,
UCLA-NUS Executive MBA,
National University of Singapore
Keynote 5:
“Managing the Customer Experience: Acquisition, Customer Loyalty & Retention”

Thomas “Tom” Arasi currently leads Solaire Resort and Casino as President, Chief Operating Officer and Board Director. Bloomberry Resorts Corporation is a public company listed on the Philippine Stock Exchange (PSE: BLOOM) that develops tourist facilities, casino, entertainment, and hotel and amusement-themed projects. Prior to Solaire, Tom has held several noteworthy positions, including as President and Chief Executive Officer of Marina Bay Sands Pte Ltd. He oversaw every aspect of the operations of this premier Integrated Resort. He brings sector expertise in the management of casino, hospitality (hotel, restaurant, serviced apartment and branded residential), retail and mixed-use real estate businesses as well as deep organizational leadership experience. His functional expertise covers property and corporate-level operations, brand management, real estate development, asset/investment management, franchising, finance and REITs.

He has led several blue-chip companies as President or CEO. In operations, he oversaw 3 international businesses for InterContinental Hotels Group, including serving as Global Brand Manager of Crowne Plaza Hotels and President—The Americas divisions. He led Lodgian, Inc., a New York Stock Exchange company, CNL Capital Management in the restaurant sector and also held senior property executive positions with Sheraton Hotels and Westin Hotels. In real estate and investment, he was President of Portman Holdings, a multi-billion dollar owner/developer with mixed-use properties in North America, China, India and Korea and of Tishman Hotel Corp. which owns, develops and manages large resort and convention assets. At Salomon Brothers, he worked in Tokyo, New York and Los Angeles on real estate debt and equity financing and mergers and acquisitions.
Keynote 6: “Jollibee’s Recipe for Success – Lessons for Lotteries”

Jose is the Group President of Jollibee Foods Corporation, managing Jollibee USA, Jollibee Vietnam, Burger King Philippines, Mang Inasal and Country Real Estate and Engineering. Jollibee is the largest fast food chain in the Philippines operating over 800 stores, with a majority market share larger than all the other multinational brands combined. Internationally, it expanded aggressively to USA, Vietnam and the Middle East and operates not with a single brand, but multi brands, serving the needs of an international multi-cultural marketplace.

Jose was previously the President of Jollibee Philippines. He began his career in Jollibee as Head of Corporate Planning in 1993. In 1996, Jollibee started a roasted chicken chain called Mary’s Chicken and appointed him as General Manager. In 1998, he left Jollibee and joined Motorola’s Global Leadership Development Program in Chicago. He rejoined Jollibee in 2000 as Regional Business Unit Head for North Luzon until his promotion as National Business Unit Head in 2007. He completed BS Industrial Management Engineering Minor in Chemical Engineering at DeLa Salle University and holds a Masters in Business Management degree from the Asian Institute of Management. He also completed the Advanced Management Program at the Harvard Business School.

Keynote 7: “Innovative Lottery Solutions, Customer Communication & Loyalty Programs around the World”

Reidar is one of the most experienced persons in the international lottery world. He has been President & CEO of one of the most successful lotteries in the world, Norsk Tipping, - the Norwegian National Lottery - for 20 years. He is a key person in founding the World Lottery Association, and has been its first elected President from 2000 to 2006, during which he initiated several important standards like WLA Best Practice Standards for RFPs and WLA Responsible Gaming Principles.

Today, he is engaged as a professional board member and as an advisor around the world, including Singapore, where he has been a member of Singapore Pools International Advisory Panel since 2008. He is also Honorary Chairman of World Lottery Study Association, an association of academic organizations working to improve the lottery sector worldwide, through academic studies, research, laboratory testing etc. WLSA is linked to Peking University and Macau Polytechnic.

For his contributions to the lottery industry, he has received several awards, including the Peter O’Connell Lifetime Achievement Award, the Public Gaming Lottery Industry Hall of Fame Award and the WLA Guy Simonis Lifetime Achievement Award. He has also been honoured with the Order of the Polar Star by King Carl Gustaf of Sweden for his work as Consul for Sweden through 20 years.
In Conversation 1: “Responsible Marketing Practices for Lotteries”

Lunch Talk: “Using Certified Responsible Gaming for Business Growth”

John specialises in helping organisations identify and promote their brand and corporate social responsibility (CSR) and sustainability credentials. He is a frequent speaker worldwide on brand, marketing, CSR, sustainability and communications. He founded UK-based Sustainable Marketing in 2004. Previously he was Head of Global CSR and Head of Global Brand for BT (British Telecom). He helped BT achieve its 3rd top rating on the DOW Jones Sustainability Index – the first time BT had achieved this on a global basis. He developed the brand positioning for BT and its joint ventures worldwide. He is proud to have lead BT sponsorship of the Global challenge - “The World’s Toughest Yacht Race”.

Other senior roles have been in the fields of occupational psychology and organisational development. He is an alumnus of the prestigious Prince of Wales Business and the Environment programme. He is an associate faculty member of the British Chartered Institute of Marketing, a Founding member of the Superbrands CSR Advisory Panel, a judge for the Green Awards and Responsible Marketing advisor to the World Lottery Association. Recent/current clients include the World and European Lotteries Associations, the UK Treasury, the world’s largest retailer, one of Europe’s largest shopping Malls, major financial institutions, major construction companies, sponsorship advisors, Business Schools, telecoms, IT and TV brands, cities, government and global sustainability organisations.

In Conversation 1: “Responsible Marketing Practices for Lotteries”

Henry has 40 years in the lottery industry and was the Executive Director, Betting of the Hong Kong Jockey Club for 20 years, during which the Club’s total turnover amounted to over US$18 billion in the year 2011/2012. At end 2012, he handed over operational responsibilities upon his retirement, and moved to an advisory and consulting role focusing on the strategic business development of the Club.

He was the elected Vice Chairman of the Asia Pacific Lottery Association (APLA) at its founding in 2000 and was appointed to the New Media/Cross Border Committee of the World Lottery Association (WLA) in 2001. He was elected Chairman of APLA in 2004 and was re-elected for a second term in 2006. He also served on the Executive Committee of WLA from 2004 to 2012. He was elected Vice President of WLA in 2008 and Senior Vice President in 2010. He was inducted to the Lottery Industry Hall of Fame in 2011, becoming its first-ever Chinese member. He is currently on WLAs Responsible Gaming Independent Assessment Panel (RGIAP). He has also been appointed to the Strategic Planning Committee of the Centre for Lottery Studies at Peking University since 2005 and the National Academy of Lottery Management and Development of the Beijing Normal University since 2012.
Highlights of the Social Programme:

GOLF AT WACK WACK GOLF & COUNTRY CLUB (28 APR) <Optional>
Considered as one of the best golf courses in the world, Wack Wack’s East Course has held major tournaments such as the Philippine Open and the World Cup of 1977. It has a vast layout whose challenge lies in its water hazards, vast greens and length of its carabao grass fairways.

HALF-DAY TOUR (28 APR) <Included in registration fee>
Visit Manila’s top landmark, Jose Rizal Monument at Luneta Park (the People’s Park), where the remains of Philippines’ national hero lies. Also visit Fort Santiago (formerly a military fort), San Agustin Church Museum (religious relics from the Spanish Regime), Casa Manila (Filipino-Spanish heritage house) and Bahay Tsinoy (Filipino-Chinese heritage museum), all within the walled city of Intramuros. The tour includes lunch.

Dress code: Outdoor (summer attire) and comfortable shoes

OPENING DINNER (28 APR)
Enjoy dinner at Sofitel Philippine Plaza Hotel’s Sunset Bar featuring a sumptuous spread of both international and local Philippine cuisine. Be enchanted by the magnificent view of the Manila Bay sunset from this vantage point, while sitting next to the turquoise waters of Sofitel’s famous lagoon-shaped pool and manicured, tropical gardens, amidst live entertainment from the internationally renowned De La Salle University (DLSU) Chorale.

Dress code: Smart casual (Outdoor)
CLOSING DINNER (30 APR)
An evening of traditional barrio fiesta celebration at the historic Baluarte de San Diego, an al fresco and tranquil garden with the oldest fortified walls of Intramuros (built circa 1586) in the backdrop. Festive spirit and local colours are demonstrated in lively music and dances, colourful costumes and an array of Filipino gastronomic delights. Enjoy entertainment by the internationally acclaimed Sining Kumintang ng Batangas Dance Troupe and the University of the Philippines Concert Chorus.

*Dress code: Smart casual (Outdoor)*

NETWORKING DAY (1 MAY) <Included in registration fee>
Villa Escudero features the AERA Memorial Museum housing one of the largest collections in the country, unmatched in its eclectic diversity of colonial religious art mostly dating from the Spanish colonial era, as well as Oriental ceramics, natural history and ethnographic dioramas, costumes, household furniture and weaponry collected from around the world. Try your hand at paddling a native bamboo raft on the lake, or see a rural village on board a colourful cart pulled by a water buffalo (carabao), or simply learn how coconuts are harvested. Find souvenir items in a specially arranged mini-bazaar featuring handicrafts and products of nearby provinces, and enjoy native cuisine for lunch at the Villa's waterfalls restaurant.

*Dress code: Smart casual (Outdoor)*
# Monday 28 April 2014

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<thead>
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<th>No.</th>
<th>Time</th>
<th>Description</th>
<th>Venue</th>
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<tbody>
<tr>
<td>1.</td>
<td>^6.15am – 2.00pm (TBC)</td>
<td>Golf (Optional; lunch excluded)</td>
<td>Wack Wack Golf &amp; Country Club</td>
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<tr>
<td>2.</td>
<td>^6.50am – 3.00pm (TBC)</td>
<td>Half-day Tour (Lunch included)</td>
<td>Intramuros, Manila City</td>
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<td>3.</td>
<td>6.00pm – 9.30pm</td>
<td>Opening Dinner</td>
<td>Sofitel Hotel, Poolside Area</td>
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**Tuesday 29 April 2014 (Seminar venue: Visayas Ballroom)**

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<tr>
<th>No.</th>
<th>Time</th>
<th>Description</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>1.</td>
<td>9.00am – 9.15am  (15min)</td>
<td>Welcome Addresses</td>
<td>• Margarita Juico, Chairman, Philippine Charity Sweepstakes Office</td>
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<td>• Tan Soo Nan, Chairman, APLA</td>
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<tr>
<td>2.</td>
<td>9.15am – 10.05am (50min)</td>
<td>Keynote 1: The Digital Revolution &amp; its Implications for Marketing</td>
<td>Charles A. Lim, EVP/Head of Consumer Wireless Business of Smart Communications &amp; COO of Digitel Mobile Philippines, Philippine Long Distance Telephone Company</td>
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<td>10.05am – 10.35am</td>
<td>Coffee/tea</td>
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<td>3.</td>
<td>10.35am – 11.25am (50min)</td>
<td>Keynote 2: Organizational Storytelling – A Narrative Approach to Brand Building in Today’s Marketplace</td>
<td>Viswa Sadasivan, CEO, Strategic Moves</td>
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<td>4.</td>
<td>11.25am – 12.15pm (50min)</td>
<td>In Conversation 1: Responsible Marketing Practices for Lotteries</td>
<td>• John Luff, Founder, Sustainable Marketing</td>
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<td>• Henry Chan, Executive Director, Strategic Business Development, Hong Kong Jockey Club</td>
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<td><strong>Moderators:</strong></td>
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<td>• Prof Nerilee Hing, IAP Member, Singapore Pools</td>
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<td>• Lawrence Lim, CEO, Magnum</td>
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<td></td>
<td>12.15pm – 1 .45pm</td>
<td>Lunch</td>
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<td>5.</td>
<td>1.45pm – 2.35pm  (50min: 10min*4 + 10min Q&amp;A)</td>
<td>Panel Session 1: Experience of Lotteries in Corporate Social Responsibility</td>
<td>• Julian Price, Group Head of Corporate Responsibility, Camelot</td>
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<td>• Pauline Logan, Senior Manager, Strategic Development &amp; Marketing, Grants &amp; Community Development, Lotterywest</td>
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<td>• Eugene Tang, Assistant Manager-Operations, Magnum</td>
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<td>• Margarita Juico, Chairman, Philippine Charity Sweepstakes Office</td>
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<td>6.</td>
<td>2.35pm – 3.25pm  (50min)</td>
<td>Keynote 3: Future in Focus: The Rise of Online Gambling &amp; the Threats, Challenges &amp; Opportunities for Lotteries &amp; Regulators</td>
<td>Kerry Jane Brown, Vice President, Southeast Asia, comScore</td>
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<td>7.</td>
<td>3.25pm – 3.55pm</td>
<td>Coffee/tea</td>
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<td>8.</td>
<td>3.55pm – 4.45pm  (50min)</td>
<td>Keynote 4: Building Competitive Advantage &amp; Capturing Value in the Service Economy</td>
<td>Prof Jochen Wirtz, Professor of Marketing and Academic Director, UCLA-NUS Executive MBA, National University of Singapore</td>
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<td>9.</td>
<td>4.45pm – 5.35pm  (50min)</td>
<td>In Conversation 2: Instant Lottery Games – Engaging the Digital Generation</td>
<td>• Michelle Annandale, Director, Sales &amp; Marketing, Pollard Banknote</td>
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<td>• Michael P. Conforti, President Asia Pacific &amp; Sr. VP, International Business Development, Scientific Games</td>
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<td>• Wayne Pickup, CEO, Lotto New Zealand</td>
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<td><strong>Moderators:</strong></td>
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<td>• Jean Jørgensen, Executive Director, WLA</td>
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<td>• Jan Stewart, CEO, Lotterywest</td>
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<td>5.35pm – 5.45pm  (10min)</td>
<td>Promotion of APLA 2014 Annual Regional Conference in Guangzhou, China</td>
<td>Richard Cheung, Executive Director, Customer &amp; Marketing, Hong Kong Jockey Club</td>
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<td></td>
<td>Evening</td>
<td>Free and easy</td>
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^ Start time is pick-up time at hotel; End time is drop-off time at hotel  
* Information correct as of 10 April 2014; Programme subject to change
**Wednesday 30 April 2014 (Seminar venue: Visayas Ballroom)**

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<th>No.</th>
<th>Time</th>
<th>Description</th>
<th>Speaker</th>
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<tr>
<td>10.</td>
<td>9.00am – 9.50am (50min)</td>
<td><strong>Keynote 5:</strong> Managing the Customer Experience: Acquisition, Customer Loyalty &amp; Retention</td>
<td>Thomas Arasi, President &amp; COO, Solaire Resort &amp; Casino</td>
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<td>11.</td>
<td>9.50am – 10.40am (50min)</td>
<td><strong>Keynote 6:</strong> Jollibee’s Recipe for Success – Lessons for Lotteries</td>
<td>Jose A. Minana, Group President, Jollibee Foods Corporation</td>
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<td>10.40am – 11.00am</td>
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| 12. | 11.10am – 11.50am (40min: 10min*3 + 10min Q&A) | **Panel Session 2:** Effective Management of Multi-Channel Distribution for Lotteries & Sports Betting: (a) Optimal mix between physical & online channels (b) Customer acquisition & management (c) Operational efficiency | (a) Marios Mitromaras, General Manager Asia & Deputy Managing Director Asia Pacific, INTRALOT  
(b) Gilbert Cheng, Head of Retail, Channels & Organisational Development, Hong Kong Jockey Club  
(c) Roy Bae, Senior Manager of Sales Team, Nanumlotto |
| 13. | 11.50am – 12.00pm (90min) | **Lunch Talk:** Using Certified Responsible Gaming for Business Growth   | John Luff, Founder, Sustainable Marketing                                                |
| 14. | 12.00pm – 12.50pm (50min) | **In Conversation 3:** Challenges, Issues & Opportunities in Sports Betting | • Patrick Jay, Director of Trading (Football), Hong Kong Jockey Club  
• Seah Chin Siong, Deputy CEO, Singapore Pools                                           |
|     | 12.50pm – 1.00pm          |                                                                              |                                                                                           |
| 15. | 1.00pm – 1.30pm (50min)   | **Keynote 7:** Innovative Lottery Solutions, Customer Communication & Loyalty Programs around the World | Reidar Nordby Jr., Chairman, Nordby Associates                                             |
| 16. | 1.30pm – 2.20pm (50min)   | **Panel Session 3:** Social Media Marketing in Lotteries                    | • Amy Dutton, Social Media Manager, Camelot  
• Nathalie Rajotte, General Manager, Ingenio, Loto-Quebec  
• Takashi Yoshida, Manager, Lottery Division, Mizuho Bank  
• Emilia Mazur, Corporate Communications Manager, Lotto New Zealand                     |
|     | 2.20pm – 2.50pm           |                                                                              |                                                                                           |
| 17. | 2.30pm – 3.00pm (50min)   | **Panel Session 4:** Remote Channel Marketing – Opportunities & Social Safeguards: (a) Internet (b) Mobile and Tablet (c) Social Safeguards | (a) Mike Veverka, CEO & Founder, Jumbo Interactive  
(b) Henry Oakes, Co-Founder, Geonomics  
(c) Callum Mulvihill, General Manager Business Development & Strategy, Tatts Lotteries |
| 18. | 3.00pm – 4.00pm (50min)   | **In Conversation 4:** Multi-Jurisdictional Games – Challenges & Opportunities for the Asia Pacific Bloc | • Cole Chen, Marketing Director, GTECH  
• Jean Jørgensen, Executive Director, WLA  
• Nathalie Rajotte, General Manager, Ingenio, Loto-Quebec  
Moderators:  
• Pierre Bruneau, International Relations Director, La Francaise des Jeux  
• Callum Mulvihill, General Manager Business Development & Strategy, Tatts Lotteries |
| 19. | 4.00pm – 5.00pm (50min)   |                                                                              |                                                                                           |
| 20. | 5.00pm – 5.50pm (50min)   | **Panel Session 5:** Customer Experience: Acquisition, Customer Loyalty & Retention |                                                                                           |
|     | 5.50pm – 6.00pm           |                                                                              |                                                                                           |
| 21. | 6.00pm – 6.30pm (10min)   | **Promotion of World Lottery Summit 2014 in Rome, Italy**                    | Jean Jørgensen, Executive Director, WLA                                                   |

**Thursday 1 May 2014**

<table>
<thead>
<tr>
<th>No.</th>
<th>Time</th>
<th>Description</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>7.30am – 9.30am (TBC)</td>
<td>Networking Day (Lunch included)</td>
<td>Villa Escudero at San Pedro, Laguna (Dress code: Outdoor)</td>
</tr>
</tbody>
</table>

* Start time is pick-up time at hotel; End time is drop-off time at hotel  
* Information correct as of 10 April 2014; Programme subject to change
Fill in this registration form, one for each participant (Accompanying Person to fill a separate form), and send the form via:

**Email:** APLAevents@sgpoolz.com.sg or **Fax:** +65 6837 3086 or

**If paying by cheque:** Mail to Seminar Registration Office with business card(s) and cheque:

Attention to: APLA/WLA Seminar 2014 Registration Office, c/o Singapore Pools (Private) Limited, 210 Middle Road, #01–01, Singapore Pools Building, Singapore 188994

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**APLA/WLA Seminar 2014 – Registration Form**

**Salutation:**
- [ ] Prof
- [ ] Dr
- [ ] Mr
- [ ] Mrs
- [ ] Ms

**First Name:**

**Last Name:**

**Designation:**

**Organisation:**

**Address:**

**Telephone:**

**Fax:**

**Email:**

Note: The above registration information may be used by APLA and/or APLA’s event organizers to communicate with you on this Seminar and/or future APLA-related communications.

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**Flight Details**

*(please provide when available)*

<table>
<thead>
<tr>
<th>Date:</th>
<th>Time:</th>
<th>Flight:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Categories**

- [ ] APLA / WLA Member
- [ ] Non APLA / WLA Member
- [ ] Accompanying Person

**Name of person you accompany:**

**Fees Per Person**

- **APLA / WLA Member:** US$800/-
- **Non APLA / WLA Member:** US$925/-
- **Accompanying Person:** US$200/-

**Sub-total 1:** US$

For our planning purposes, please indicate your attendance for the following activities:

- [ ] Half-day Tour (Mon, 28 Apr) (Lunch included)
- [ ] Opening Dinner (Mon, 28 Apr)
- [ ] Closing Dinner (Wed, 30 Apr)
- [ ] Networking Day (Thu, 1 May) (Lunch included)

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**Optional Programme**

- [ ] Golf (Caddie fee included)
  - [ ] Option A: For golfers with the relevant reciprocity rights.*
  - [ ] Option B: For all other golfers.
- [ ] Rental Golf Cart (One golfer per cart)
- [ ] Rental Golf Clubs

**Fees Per Person**

- **Golf (Caddie fee included):**
  - **US$25/-**
  - **US$100/-**
- **Rental Golf Cart:** US$20/- per cart
- **Rental Golf Clubs:** US$25/- per set

**Sub-total 2:** US$

**Grand-total (Sub-total 1 + 2):** US$

**Payment Method:**
- [ ] Credit Card
- [ ] Bank Transfer
- [ ] Cheque *(Details on next page)*

If you need to address the invoice to another colleague, please indicate:

Name: __________________________ Designation: __________________________ Department: __________________________

Dietary requirements, if any: __________________________

Note: To enter Philippines, a Visa is required for selected nationalities.
Please view the relevant local agency’s website at www.dfa.gov.ph for details.

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**Updated on:** 11 March 2014

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**Update on:** 11 March 2014

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**Wack Wack Golf & Country Club, 28 Apr, 6.15am – 2.00pm (TBC)**

(Lunch excluded)

* Reciprocal clubs: [www.wackwack.com/reciprocal.html](http://www.wackwack.com/reciprocal.html)

Golfers must fax the reciprocal club’s endorsement letter to Wack Wack (Fax: +632 7238554) before 28 Apr; and bring along a valid ID of the reciprocal club on the day itself.

Enquiries: Please call +632 7230665 (Mr. Edcel Regalado)
**Payment Method**

**By Credit Card**

- **Card Type:**
  - Visa
  - Mastercard

- **Card Number:**   
- **CVV Number:**  
- **Holder’s Name:**  
- **Card Expiry Date:**

**By Bank Transfer (in US$)**

Please transfer funds to:

- **Beneficiary Bank:** DBS Bank Ltd
- **Name:** DBS Bank Ltd
- **Address:** 12 Marina Boulevard, DBS Asia Central, Marina Bay Financial Centre Tower 3, Singapore 018982
- **Account No.:** 0003-017750-01-0
- **Account Name:** Asia Pacific Lottery Association
- **Swift Address:** DBSSSGSG

**Correspondence Bank:**

- **Pay to:** Bank of New York Mellon, New York
- **Swift Address:** IRVTUS3N
- **FED ABA:** 021000018
- **For account of:** DBS Bank Ltd, Singapore (Swift address: DBSSSGSG)

- Payment is to be made with instruction “without charges to the beneficiary”
- Commission for bank remittance is on the remitter’s account. The registration office will need to receive the amount in full.
- Please write the name of the seminar participant covered by the payment in the remarks column of the remittance form.
- If the payment covers multiple seminar participants, please include each participant’s name.

**By Cheque (in US$)**

- **Account Payee:** Asia Pacific Lottery Association

Please mail the cheque together with the registration form to the address below:

APLA/WLA Seminar 2014 Registration Office

c/o Mr John Teo, Chief Financial Officer

Singapore Pools (Private) Limited

210 Middle Road, #01-01 Singapore Pools Building, Singapore 188994

**Important Notes**

- Registration closes on 15 April 2014.
- Seminar registration will only be confirmed upon receipt of full payment.
- Registration is transferable within the same organization at no cost.
- Acceptance of registration submitted by non-APLA members and non-WLA members is subject to the approval of the Asia Pacific Lottery Association. In case of rejection, all payments will be refunded.
- In the event of cancellation, written notification should be sent to the registration office.
- Any cancellation requiring refund is subject to US$30/- administration fee per participant.
- No refund if cancellation is made after registration closing date i.e. 15 April 2014 and refund of hotel accommodation is subject to the cancellation policy of the Hotel.

Enquiries: APLAevents@sgpoolz.com.sg

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APLA/WLA SEMINAR 2014

“Marketing in the New Age: Captivate, Innovate, Engage”
Seminar Venue & Accommodation

The Seminar hotel, Sofitel Philippine Plaza Manila, is offering discounted room rates for APLA/WLA Seminar 2014 participants and their companions. As April/May is a peak period for tourism in Manila, please make your booking early.

To enjoy the discounted rates within the period of 25 April 2014 – 3 May 2014, please go to www.sofitelmanila.com and click “Book a room”; enter the required details of your stay; click “View rates”; under “Preferential code” enter “APLA”; click “Recalculate”; select “APLA/WLA MANILA 2014 WORKSHOP” and enter the required details.

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Single-room Rate (per night)</th>
<th>Double-room Rate (per night)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior Room</td>
<td>PhP 5,700 ***</td>
<td>PhP 6,500 ***</td>
</tr>
<tr>
<td>Luxury Room</td>
<td>PhP 6,700 ***</td>
<td>PhP 7,500 ***</td>
</tr>
</tbody>
</table>

Note:
1. Subject to 10% service charge, 12% VAT and 0.825% Government Tax;
2. Rebooking and/or reservation cancellation is subject to hotel’s policy;
3. Additional charge/s for extra bed/person/breakfast applies;
4. All rooms come with buffet breakfast at Spiral Restaurant; complimentary 2 bottles of water (replenished daily); shuttle service to Mall of Asia; access to swimming pool, SoFit gym and LeSpa;
5. Spiral Restaurant offers lunch buffet at PhP 2,532 (Mondays-Saturdays) and PhP 4,092 (Sundays) per person. Dinner buffet at PhP 2,880 (Mondays-Saturdays) and PhP 3,126 (Sundays) per person. Rates are tax inclusive and subject to change without prior notice.
6. To make your booking for the airport transfer provided by Sofitel, please email: H6308@sofitel.com

One-way airport transfer rates (subject to change without prior notice):

<table>
<thead>
<tr>
<th>Car Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota Altis</td>
<td>PhP 1,500 (one way)</td>
</tr>
<tr>
<td>Toyota Grandia</td>
<td>PhP 2,600 (one way)</td>
</tr>
<tr>
<td>MB E Class</td>
<td>PhP 3,200 (one way)</td>
</tr>
<tr>
<td>MB S Class</td>
<td>PhP 3,900 (one way)</td>
</tr>
</tbody>
</table>