


**APLA/WLA Seminar
New Generation, New Media, New Technologies
The Venetian Macau
28 Apr 09 - 1 May 09**

Venue: Convention Centre, Level One – Meeting Rooms (Sicily 2401-2402)

Date	Time	Dur	Description	Speaker (s)/ Venue (s)
28 Apr 09, Tue	7pm-10pm	3hrs	Opening Dinner Sponsor: Intralot 	Venue: Restaurante Litoral Transport assembly time & place: 6.30pm, The Venetian Macau Hotel West Lobby
29 Apr 09, Wed	8.45am-9am	15 mins	Welcome Address	Ms June Roache (APLA Chairman)
	9am-9.45am	45 mins	Development of Macau Gaming Industry - Challenges & Issues	Prof Ricardo Siu (University of Macau)
	9.45am-10.30am	45 mins	Overview of Competitive Gaming Landscape in Asia-Pacific	Prof Cathy Hsu (Associate Partner, Globalysis Ltd)
	10.30am-10.45am	15 mins	Coffee/Tea Break	
	10.45am-11.45am	1 hr	Understanding Generation Y & Z - Attitudes, Interests & Lifestyles	Mr Jonathan Chajet (Managing Director, China, Interbrand)
	11.45am-1pm	1 hr 15 mins	Panel Discussion - Marketing To Generation Y & Z	Chair – Dr Andy Nazarechuk (University of Nevada Las Vegas) Members – Mr Jonathan Chajet (Managing Director, China, Interbrand); Mr Abel Chan (Head of Interactive Services, HKJC); Mr Todd McLeay (Chief Executive, New Zealand Lotteries Commission)
	1pm-2pm	1 hr	Lunch Sponsor: GTECH 	Sicily 2403
	2pm-2.45pm	45 mins	Effective Point of Sale Marketing, Print Advertisements and Marketers' Guide to New Social Media	Mr Sean Rach (Managing Director, OgilvyOne Hong Kong)
	2.45pm-3pm	15 mins	Coffee/Tea Break	
	3pm-3.45pm	45 mins	Marketing To Women	Mr Matthew Coulter (Research Director, Asia, Kadence)
	3.45pm-4.45pm	1 hr	Case Studies - Managing Retail Network and New Technologies	Ms June Roache (Chief Executive, South Australia Lotteries) Mr Alec James (General Manager, Business Development, Lotterywest)
	4.45pm – 5pm	15 mins	WLA Initiatives Update	Mr Jean Jorgensen (Executive Director, WLA)
	5pm-5.40pm	40 mins	Suppliers' Perspectives	Facilitator: Mr Reidar Nordby (Chairman, Radar Consulting) Speakers - Mr Marios Mitromaras (Deputy Sales Director, INTRALOT); Mr Cole Chen (Marketing Director, GTECH); Mr Kevin Downes (Marketing Manager, Scientific Games); Mr Ken Jolly (General Manager, Asia Pacific, Aristocrat Technologies)
			Dinner - Free & Easy	

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30 Apr 09, Thu	9am-10am	1 hr	Understanding Problem Gambling & Effective Gambling Research	Dr Nerilee Hing (Southern Cross University)
	10am-10.45am	45 mins	Understanding Your Customers & Loyalty Management	Mr Timothy McCann (Director of Marketing Sciences, APAC, Accenture Ltd)
	10.45am-11am	15 mins	Coffee/Tea Break	
	11am-11.45am	45 mins	Challenges and Opportunities of New Media Marketing	Ms Janice Lee (Executive Vice President, TV & New Media, PCCW Limited)
	11.45am-12.30pm	45 mins	Panel Discussion - New Distribution Channels and Responsible Gaming	Chair - Dr Nerilee Hing (Southern Cross University) Members – Mr Reidar Nordby (Chairman, Radar Consulting); Mr Jean Jorgensen (Executive Director, WLA)
	12.30pm-1.30pm	1 hr	Lunch Sponsor: Aristocrat 	Sicily 2403
	1.30pm-2.30pm	1 hr	Workshop - Developing Customer Experience in Service Industry	Dr Andy Nazarechuk (University of Nevada Las Vegas)
	2.30pm-3.15pm	45 mins	Case Study - Successful Player Registration Model	Mr William Thorburn (Chief Executive, Tatts Lotteries)
	3.15pm-3.30pm	15 mins	Coffee/Tea Break	
	3.30pm-5pm	1.5 hr	Case Studies - New Initiatives in Lottery/Sports Betting Industry	Lottery - Mr Todd McLeay, Chief Executive, New Zealand Lotteries Commission (NZLC) Sports Betting – Mr Lee How Sheng (Head, Corporate Planning, Singapore Pools)
	5pm – 5.10pm	10 mins	APLA Conference 2009	Mr Todd McLeay, Chief Executive, New Zealand Lotteries Commission (NZLC)
	5.10pm-5.20pm	10 mins	2010 WLA Convention and Trade Show	Mr William Thorburn (Chief Executive, Tatts Lotteries)
	7pm-9.30pm	2.5hrs	Closing Dinner Sponsor: Scientific Games 	Venue: Restaurante Platao Transport assembly time & place: 6.30pm, The Venetian Macau Hotel West Lobby
1 May 09, Fri	9am – 3pm	6 hrs	Networking Day	Macau City Tour Transport assembly time & place: 8.30am, The Venetian Macau Hotel West Lobby