



Asia Pacific Lottery Association Limited

CX

UNLOCK
THE
EXCEPTIONAL

APLA REGIONAL CONFERENCE 2019

14-18 OCTOBER 2019

Sofitel Brisbane Central
Brisbane, Australia

HOSTED BY



Tabcorp

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JOIN US IN BRISBANE

Customer experience is the new benchmark for any successful business as consumers become more demanding in a connected world.

Delivering exceptional customer experiences needs to be a priority for every aspect of an organisation's offering, as achieving success in this area is paramount to the future success of our lottery businesses.

This year's APLA "CX Unlock the Exceptional" conference will highlight how lotteries can deliver an unparalleled experience through multiple integrated customer touchpoints.

The global lottery industry continues to transform as customer behaviours and technology evolve. Conference attendees will be immersed in a thought-provoking business program that draws on the expertise of leaders from lotteries and other global retail industries, along with memorable social and networking activities.

High-quality keynote speakers will deliver both inspiring and practical presentations that demonstrate the value of being a customer-centric organisation.

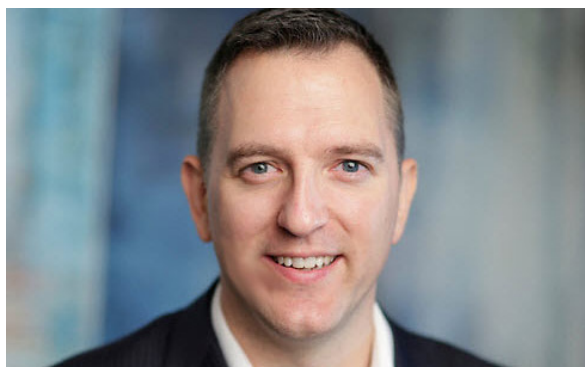
CX Unlock the Exceptional promises to be an insightful and engaging industry event. Don't miss your opportunity to join us.

A handwritten signature in black ink, reading "Sue van der Merwe".

Sue van der Merwe

**APLA 2019 Regional Conference
Chairman & Host**

KEYNOTE SPEAKERS



SCOTT RIGBY

Scott leads the digital transformation practice in Asia Pacific for Adobe. He has over 20 years of enterprise experience providing strategic advice to C-suite and senior executives in the areas of digital transformation, strategy, marketing, innovation, organisational change and cloud computing.

Scott has advised a broad range of customers (>250 in Asia Pacific) and industries from finance through to retail, media, telecommunications, automotive and high-tech. Examples include Telstra, Citibank, Samsung, Disney, Westpac, L'Oreal & Etihad Airlines.

He is skilled in helping organisations reimagine and transform their customer experience, employee engagement, business models, processes and operations, by understanding the opportunities and challenges that new technologies (automation, AI, robotics, IOT, etc.) can have on businesses, their culture, their customers and the world of work.

Scott speaks regularly at Adobe and customer events about the intersection of technology and organisational change and the resulting opportunities. He regularly provides industry thought leadership and evangelism of Adobe enterprise cloud solutions through speaking events (Forrester, Ad Tech, Microsoft, Adobe), PR, Media & Analysts engagements (Hong Kong Economic Times, Bangkok Post, IT Pro, CIO Outlook, Disruptive Innovation, etc.), guest lecturing (Swinburne, University of Sydney, Waikato Uni) and blogs (CMO.com, Adobe blogs, LinkedIn).



MICHAEL CROSSLAND

Michael Crossland is an extraordinary young man who has defied the odds of a life-threatening cancer to build a life of exceptional achievements. His first tell-all autobiography, released in January 2016, is now an international best seller across six different countries.

Michael is at the forefront of today's new generation of inspirational speakers and speaks to a broad and diverse range of people across the globe, including corporations, businesses, schools /colleges and professional sporting groups. In the past 12 months, his total audience numbers both nationally and internationally exceed 270,000.

Diagnosed with an aggressive life threatening cancer before his first birthday, doctors told him school and sport were not options. However, despite spending nearly a quarter of his life in hospital, Michael has forged a highly successful career in the corporate world, represented Australia in his chosen sport and been presented with the Australia Day Ambassador role for seven consecutive years. He also runs a school and orphanage in Haiti.

Now an accomplished businessman, Australian of the Year finalist, National Ambassador for five different charities including Camp Quality, and international Hall of Fame inductee, Michael inspires people from all walks of life. His presentation is an interactive, extremely moving, emotional rollercoaster and is underpinned by the importance and power of courage, resilience, optimism and determination in achieving the impossible.

KEYNOTE SPEAKERS



STEVE SAMMARTINO

The future belongs to those who prepare for it. And no one has a more profound understanding of what it's going to be like than Steve Sammartino. But knowing what the future holds and being able to do something about it are two different prospects, entirely.

You need more than a tour guide to get you there. You need innovation in action. You need to listen to Steve.

Turns out, people do. Last year alone, Steve spoke to over 100,000 people in 14 countries, which is why he's Australia's leading futurist and international keynote speaker. Steve is the go to guy for all things Future in the media and is also the author of two best-selling tech strategy books: *The Great Fragmentation* (a technology strategy playbook) and *The Lesson School Forgot* (the industrialisation of teaching) and how to liberate our inner entrepreneur.

As a tech entrepreneur and growth hacker, Steve has an intimate knowledge of the tools reshaping our world and how they affect business. He'll show you how to use those tools to ignite the future, reinvent yourself and transform where and how you get work done, thus creating a culture of making change happen.

Steve employs his sharp sense of humour to communicate complex ideas in a simple way that leaves the audience excited about the future, instead of frightened of it.



AMANDA STEVENS

Amanda Stevens is a renowned thought leader on customer experience. She combines current consumer insights with fascinating research into buying behaviour, delivering organisations and business owners powerful strategies for connecting with their customers.

Amanda has a double degree in consumer psychology and marketing. She has consulted to some of the country's biggest brands, including Lend Lease, Microsoft, and Procter & Gamble.

Regarded as an entertaining and insightful speaker, Amanda has presented at over 800 conferences in 14 countries. She combines practical strategies with a mesmerising storytelling style, leaving audiences with memorable messages and actionable insights.

Amanda is a former Young Australian of the Year (Career Achievement, NSW) and in 2003 was awarded the prestigious Centenary Medal by the Governor General for Business Innovation. Amanda is also a Certified Speaking Professional (CSP) and in 2018 was awarded Keynote Speaker of the Year by the Professional Speakers Association of Australia.

KEYNOTE SPEAKERS



REBECCA WILSON

Rebecca is a change catalyst, mentor and customer advocate... an industry leader on Customer Experience with a strong track record of guiding organisations to create and implement human-centred strategies that drive growth.

She has worked with Customer Experience leaders and Executive teams in a wide range of industries and geographies across Australia, New Zealand and SE Asia, and this experience has given her a unique perspective on the critical connection between the customer, the employee and business success. Rebecca's extensive practical experience in customer strategy development and implementation and customer experience management tools including the application of behavioural economics theory enable genuine empathy, inspiration and the development of practical solutions with the organisations she partners with.

Rebecca is currently the Director of Human Experience at Sprout Research. As part of the Sprout Leadership team and key player in the "Sprout Collective", this is a pivotal role in the growth story of a long-standing Queensland-based success story. Rebecca a key driver and facilitator of reputation and capability build, working closely with Sprout's Research team and Design partner to complete the Collective offering.

"Rebecca is courageous and knows when and how to constructively challenge her customers for their own good. I have almost blind trust in her advice."

Prashant Bakshi, Chief Customer Officer, New Zealand Qualifications Authority

OVERALL PROGRAM

TECHNOLOGY PROGRAM - DAY 1

Monday 14th October 2019

This program is subject to change.

TIMES	EVENTS	SPEAKER/S	ROOMS
6.00am - 2.00pm	Golf (optional)		Indooroopilly Golf Course
10.00am - 5.00pm	Registration Please arrive to the Event Registration Desk in enough time to register prior to lunch		Le Gallerie area, 1st floor
12.00pm - 12.45pm	Lunch	Technology Delegates only	Concorde Lobby 2nd Floor
12.45pm - 1.30pm	Welcome & Attendee Interaction Exercise/s	Mandy Ross, Chief Information Officer, Tabcorp James Lord, Executive Partner, Gartner	Concorde Room 2nd Floor
1.30pm - 2.00pm	Keynote: Hope is not a strategy for transforming your business	Scott Rigby, Head of Digital Transformation APAC, Adobe	Concorde Room 2nd Floor
2.00pm - 2.30pm	The Ethical Consideration, when using your most precious asset, your data	Neil Glentworth, Chairman, GWI	Concorde Room 2nd Floor
2.30pm - 3.00pm	Information and Cyber Security: The New Battleground	Opening Remarks: Nicola Nicol, Partner, PWC Panel session members: Steve Moros, Director of Cybersecurity, Cisco Brendan Smith, Chief Information Security Officer, Tabcorp Yeo Teck Guan, Business Technology Chief & Officer, Singapore Pools (Private) Ltd Ben Coney, Chief Information Technology Officer, Lotto New Zealand Dirk Engeler, Head of Information Security, The Hong Kong Jockey Club	Concorde Room 2nd Floor
3.00pm - 3.30pm	Afternoon Tea	Technology Delegates only	Concorde Lobby 2nd Floor
3.30pm - 4.00pm	Workshop: Harnessing modern IT practices in a highly-regulated environment.	Sharon Robson, Founder, Enterprising Agility	Concorde Room 2nd Floor
4.00pm - 4.30pm	From the edge: Robotic Process Automation (RPA) and AI from Mundane to Cool	Ben Lynton, Head of Data Science, Backbook.ai	Concorde Room 2nd Floor
4.30pm - 4.50pm	From the edge: Blockchain + Lotteries = A perfect match?	Scott Owen, Senior Manager Technology – Infrastructure Strategy, Tabcorp	Concorde Room 2nd Floor
4.50pm - 5.00pm	Closing remarks	Mandy Ross, Chief Information Officer, Tabcorp James Lord, Executive Partner, Gartner	Concorde Room 2nd Floor
6.30pm - 7.00pm	Pre-Dinner Drinks		Lobby 1, 2nd Floor
7.00pm - 10.00pm	Opening Dinner		Ballroom Le Grand 1 & 2

OVERALL PROGRAM

MAIN CONFERENCE PROGRAM – DAY 2

Tuesday 15th October 2019

This program is subject to change.

TIMES	EVENTS	SPEAKER/S	ROOMS
8:30am - 5:00pm	Registration		Lobby 1 2nd Floor
8:30am - 9:00am	Coffee/Tea Served		Lobby 1 2nd Floor
9:00am - 9:15am	Welcome Address	APLA Chairman Sue van der Merwe	Ballroom Le Grand 1 & 2, 2nd Floor
9:15am - 10:15am	The Power of Perspective	Keynote Speaker Michael Crossland	Ballroom Le Grand 1 & 2, 2nd Floor
10:15am - 10:45am	Morning Tea		Lobby 1 2nd Floor
10:45am - 11:30am	Reinvention through Technology	Keynote Speaker Steve Sammartino	Ballroom Le Grand 1 & 2, 2nd Floor
11:30am - 12:30pm	Lottery CX Excellence and Retail Engagement	Brendan Hodgkinson, General Manager Customer Experience - Lotteries and Keno, Tabcorp Antony Moore, General Manager, Lotteries Retail, Tabcorp	Ballroom Le Grand 1 & 2, 2nd Floor
12:30pm - 1:15pm	Lunch		Lobby 1 2nd Floor
1:15pm - 2:30pm	Delivering World Class Responsible Gambling and CSR for the Lotteries CX	Panel Session: Lotterywest (Susan Hunt – Chief Executive Officer), Singapore Pools (Ee Hock Chye - Director Customer Division), Lotto New Zealand (Kathryn Haworth - General Manager Strategy and Communications)	Ballroom Le Grand 1 & 2, 2nd Floor
2:30pm - 3:30pm	The Culture of Innovation	Olivier Klein, Head of Emerging Technologies Asia Pacific, Amazon	Ballroom Le Grand 1 & 2, 2nd Floor
3:30pm - 4:00pm	Afternoon Tea		Lobby 1 2nd Floor
4:00pm - 5:00pm	Optimising technology systems to deliver world class CX	Sponsors Panel Session Anil Chandrapati - Regional Account Director (Asia Pacific), IGT, Gareth Scott - Commercial Director - APAC, Scientific Games Digital, Marios Mitromaras - CEO, Intralot Gaming Services & Intralot Australia	Ballroom Le Grand 1 & 2, 2nd Floor
	Evening Free for Delegates		

OVERALL PROGRAM

MAIN CONFERENCE PROGRAM – DAY 3

Wednesday 16th October 2019

This program is subject to change.

TIMES	EVENTS	SPEAKER/S	ROOMS
8.30am - 9.00am	Coffee/Tea served		Lobby 1 2nd Floor
9.00am - 10.00am	The Future of Consumers	Keynote Speaker Amanda Stevens	Ballroom Le Grand 1 & 2, 2nd Floor
10.00am - 10.30am	Morning Tea		Lobby 1 2nd Floor
10.30am - 11.30am	Let's Get Real about Managing Customer Experience	Keynote Speaker Rebecca Wilson	Ballroom Le Grand 1 & 2, 2nd Floor
11.30am - 12.30pm	The role of CX in their future organisational vision	Panel Session <u>CEO's in conversation</u> Lynne Roiter - CEO Lotto-Quebec, Rebecca Hargrove - CEO, Tennessee Lottery & WLA President, Dato Lawrence Lim Swee Lin - CEO, Magnum. Facilitated by Sue van der Merwe - APLA Chairperson & Managing Director Lotteries and Keno, Tabcorp	Ballroom Le Grand 1 & 2, 2nd Floor
12.30pm - 1.30pm	Lunch		Lobby 1 2nd Floor
1.30pm - 2.30pm	Will the Block Chain CX model disrupt Lotteries?	Debate <u>Affirmative:</u> Lotterywest (Ioannis Gerothanasis - General Manager Lotteries), India Future Gaming (Kapil Khanna - CEO) <u>Negative:</u> Hong Kong Jockey Club (Wayne Henrys - Head of IT Racing Wagering & Lottery Solutions), Tabcorp (Ben Johnson – Head of Brand Lotteries)	Ballroom Le Grand 1 & 2, 2nd Floor
2.30pm - 3.00pm	Afternoon Tea		Lobby 1 2nd Floor
3.00pm - 4.00pm	Transformational cultural change	Marcella Larsen, Retail Industry Executive, Microsoft	Ballroom Le Grand 1 & 2, 2nd Floor
4.00pm - 5.00pm	Optimising technology systems to deliver world class CX	Sponsors Panel Session Genevieve Pageau, Manager Sales and Marketing, Pollard Banknote, Greg Le Sueur, Head of Customer Experience, Jumbo Interactive, John Wilde, Business Development Manager APAC, Carmanah Signs	Ballroom Le Grand 1 & 2, 2nd Floor
5.00pm - 5.10pm		Kate Gibb APLA Scholarship Recipient	Ballroom Le Grand 1 & 2, 2nd Floor
	Evening free for delegates		

OVERALL PROGRAM

MAIN CONFERENCE PROGRAM – DAY 4

Thursday 17th October 2019

This program is subject to change.

TIMES	EVENTS	SPEAKER/S	ROOMS
8.30am - 9.00am	Coffee/Tea served		Lobby 1 2nd Floor
9.00am - 10.00am	World Class CX Case Studies	Amy Robson – Senior Product Manager & Regional Evangelist - Adobe	Ballroom Le Grand 1, 2nd Floor
10.00am - 10.30am	Morning Tea		Lobby 1 2nd Floor
10.30am - 11.15am	Lottery Case Study – Adobe and the CX	Andrew Varley, Head of Performance Marketing, Lotteries & Keno, Tabcorp Sharon Anderson, Head of Digital – Lotteries, Tabcorp	Ballroom Le Grand 1, 2nd Floor
11.15am - 12.00pm	Future outlook for CX	Kirsty Robinson, Head of CX, VMLY&R Li Xuan, Deputy Director-General, China Welfare Lottery Issuance & Management Centre	Ballroom Le Grand 1, 2nd Floor
12.00pm - 12.15pm	Promotion of APLA Seminar		Ballroom Le Grand 1, 2nd Floor
12.15pm - 12.30pm	Presentation to Charity	APLA Chairman Sue van der Merwe	Ballroom Le Grand 1, 2nd Floor
12.30pm - 1.10pm	Lunch		Lobby 1 2nd Floor
1.10pm - 1.20pm	Lucky Draws		Ballroom Le Grand 1, 2nd Floor
1.20pm to 1.30pm	World Lottery Association		Ballroom Le Grand 1, 2nd Floor
2.30pm - 3.30pm	APLA AGM		Ballroom Le Grand 1, 2nd Floor
3.30pm - 4.00pm	Afternoon Tea		Lobby 1, 2nd Floor
6.30pm - 10.30pm	Closing Dinner		Brisbane Convention & Exhibition Centre, Skyroom

NETWORKING DAY – DAY 5

Friday 18 October 2019

TIMES	EVENTS	VENUE
7.30am - 3.30pm	Networking day	Australia Zoo

OVERALL PROGRAM

ACCOMPANYING PERSONS' PROGRAM

This program is subject to change.

TIMES	EVENT	VENUE
6.00am - 2.00pm	Golf (optional)	Indooroopilly Golf Course
6.30pm - 7.00pm	Pre-Dinner Drinks	Lobby 1, 2nd Floor
7.00pm - 10.00pm	Opening Dinner	Ballroom Le Grand 1 & 2

Tuesday 15 October 2019

Free time

Wednesday 16 October 2019

Free time

Thursday 17 October 2019

6.30pm - 10.30pm	Closing Dinner	Brisbane Convention & Exhibition Centre, Skyroom
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Friday 18 October 2019

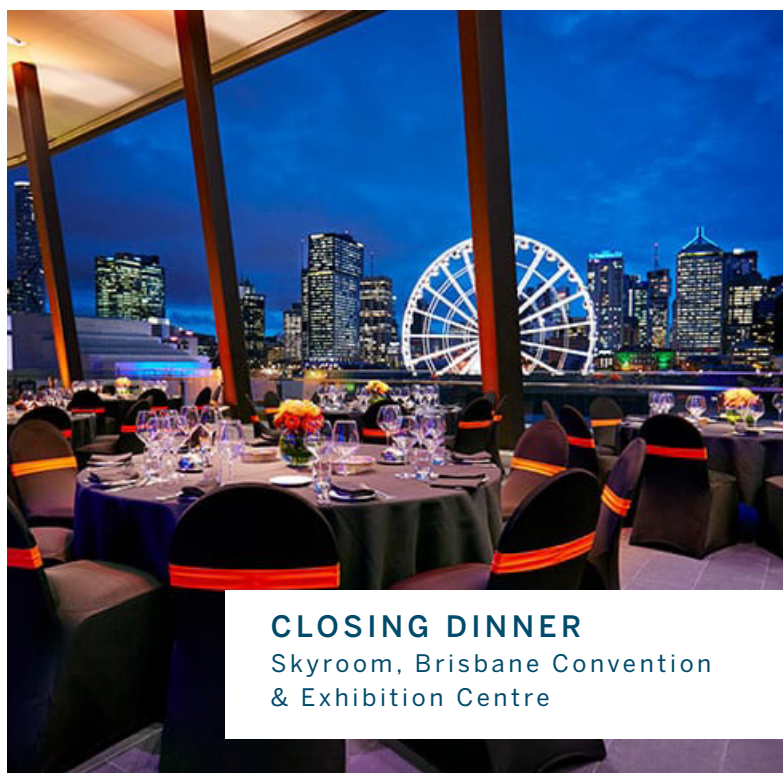
7.30am - 3.30pm	Networking day	Australia Zoo
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SOCIAL PROGRAM HIGHLIGHTS



OPENING DINNER

Ballroom and Lobby,
Sofitel Brisbane Central



CLOSING DINNER

Skyroom, Brisbane Convention
& Exhibition Centre



OPTIONAL EVENT

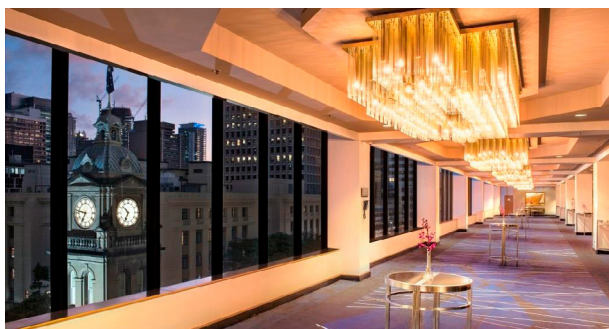
Golf, Indooroopilly Golf Course
(separate fee applies)



NETWORKING DAY

Australia Zoo, Beerwah

CONFERENCE VENUE AND ACCOMMODATION



Sofitel Brisbane Central is the conference five star hotel offering luxurious sophistication in the heart of Brisbane City at special rates for delegates. Two room types are available:

ROOM CATEGORY	PRICE PER NIGHT (AUD\$)
Junior Suite	\$405
Superior King Room	\$225

These room rates also apply for 3 days before and after the Regional Conference in case you are interested in extending your stay.

Payment for accommodation can be made via bank transfer. If this is your preference please complete the booking through the Sofitel Accommodation link (below) placing in credit card details for guarantee purposes ONLY and contact the Sofitel Brisbane Central on H5992@sofitel.com. They will process the booking and email an invoice.

Breakfast will be offered at the discount rate of AUD\$30 per person.

Book quickly to avoid disappointment as rooms are limited at these rates.

[Accommodation Booking Link](#)

CONFERENCE REGISTRATION

The registration fees for the APLA Regional Conference are as follows:

REGISTRATION CATEGORY	PRICE PER PERSON (USD\$)
APLA/WLA Member	\$1,000
APLA/WLA Member (inc. Technology Business Program)	\$1,200
APLA/WLA Associate Member	\$1,200
Non-APLA/WLA Member	\$1,500
Accompanying Person	\$500

Registrations close 30 September 2019.

Register today at <https://aplabne2019.com/register/>

TRAVEL INFORMATION

AIRPORT TRANSFERS

The Brisbane International Airport is 15.7km to the conference venue and the journey by taxi will take about 23 minutes and cost approximately AUD\$35 to AUD\$40.

Delegates can arrange their own transfers via the conference venue by emailing **h5992-cr2@sofitel.com**. A seven-seater van from the international airport will cost AUD\$150 and from the domestic airport AUD\$130.

As an alternative, delegates can also approach Con-X-ion **<https://www.con-x-ion.com/bookings/conferences?pid=TABCORP10>** for door to door airport transfers. Delegates will receive a 10% discount if they book a transfer using the above link with Con-X-ion to the Sofitel Brisbane Central.

VISA INFORMATION

For information on Australia's entry requirement in regards to visas, what you are able to bring into the country and duty free, please refer to the **Department of Home Affairs** website.

Please note: Photographs and video footage will be taken during the event for marketing and publicity purposes.





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