



JULY 25-29
INDIANAPOLIS, IN
HOSTED BY THE HOOSIER LOTTERY

Research Agenda

Tuesday, July 26

7:00am – 7:45am

Health & Wellness Three Mile Run

NASPL and the Hoosier Lottery have contracted with Carmel Road Racing Group to guide a scenic run through Indianapolis' White River State Park along the canal that weaves its way through iconic buildings and spaces. Participants should dress comfortably in running attire and running shoes. There may be some steps involved, so please share any accessibility concerns with the CRRG guides before the run. Participants will meet in the lobby near the Missouri Street entrance, walk from the hotel to the beginning of the trail as a group, then the run will begin.

*Check-in: 6:45am in the lobby near the Missouri Street entrance
Run begins at 7:00am*

9:00am – 9:15am

Green Flag: Conference Kickoff

*Sarah Taylor, Executive Director, Hoosier Lottery
William Zielke, Commission Chair, Hoosier Lottery
Marriott Ballroom 5, Second Floor*

9:15am – 10:15am

Resilient Leadership: Energy and Engagement in Crazy Times and Beyond

*Linda Edgecombe, CSP, Hall of Fame Speaker
Marriott Ballroom 5, Second Floor*

10:15am – 10:30am

Networking Break

First & Second Floor Pre-Function Foyers

10:45am – Noon

Research Track: Welcome and Opening Remarks

Armando Perez Cruz, Deputy Director, Lotería Electrónica de Puerto Rico



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Healthy Play: Our Common Goal

*Alex Carter, Consumer Insights Manager, Scientific Games
Denver, Second Floor*

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 2:45pm

In-Lane: Now or Never!

*Ryan Mindell, Lottery Operations Director, Texas Lottery Commission
Terry Presta, Head of Business, North America, ABACUS Solutions
International Group
Richard Gotlieb, Vice President and General Manager, Lottery and
Gaming, Blackhawk Network
Mark Smith, Vice President, InComm Payments*

In-lane has been a topic of lottery discussion for years. Only recently have retailers and lotteries made concrete progress toward selling lottery tickets in-lane via their points of sale, without a terminal. Join the panel for a discussion on progress made to date, why in-lane sales remain an important opportunity, what steps lotteries can take now to prepare for the future, and why retail is the biggest untapped resource for the industry.

Marriott Ballroom 5, Second Floor

2:45pm – 3:00pm

Networking Break

First & Second Floor Pre-Function Foyers

3:15pm – 3:45pm

Data-Led Product Management

*Evan Laya, Senior Director, Instant Games, Camelot Illinois
Denver, Second Floor*

4:00pm – 4:30pm

Understanding the iLottery Player

*Jessica Powell, Head of Ignite Player Analytics, UX & Marketing,
NeoPollard
Jason Allsopp, Vice President of Research, Leger*



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The iLottery market in the U.S. has more than doubled in size since FY19 to now represent over \$4.5 billion in total sales in FY21. Although this growth is impressive, most iLottery states are facing awareness challenges, as many states have a depositor ratio of less than 10% of the state's total population. This presents significant growth potential for improved player acquisition and penetration. Recently, NeoPollard Interactive and Leger conducted a first-of-its-kind study to understand the iLottery player. In this session we will reveal the barriers and motivators to playing online, as well as the role that retail lottery games play in the lives of these digital players.

Marriott Ballrooms 9 & 10, Second Floor

Combined session with Product Management

4:45pm – 5:15pm

Powers Awards and Ott Brown Scholarship Presentation

Celebrate industry excellence with the annual Powers Awards and Ott Brown Scholarship!

The prestigious annual NASPL Powers Awards are presented in recognition of the significant contributions lottery and vendor employees have made through exceptional job performance. NASPL also awards one lottery professional the Ott Brown Scholarship each year, enabling the recipient to participate in the NASPL Lottery Leadership Institute at no cost.

Marriott Ballroom 5, Second Floor

5:30pm – 8:00pm

Vendor Meet and Greet

As many lottery industry employees may not have the opportunity to make it to an annual conference and trade show, this evening was created to give PDS attendees a chance to meet with our industry vendors.

During this event, attendees can chat with vendors to learn more about the products and services they offer the lottery industry. Think of this event as a mini trade show reception!

Hors d'oeuvres and beverages will be provided.

Indiana Ballroom E, First Floor



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Wednesday, July 27

9:45am – 10:15am

Lotteries Take on the Challenge of Corporate Responsibility

Barry Pack, Executive Director, Oregon Lottery

While private sector companies have embraced their roles as responsible corporate members of their communities, many lotteries are just now digging into what it means to have policies and programs around Corporate Social Responsibility in our unique industry and operating models. Much broader than responsible gambling, CSR helps lotteries leverage their human and financial resources to deepen their commitment to supporting and improving their communities. Find out what lotteries and NASPL are doing to take on these initiatives.

Marriott Ballroom 5, Second Floor

10:15am – 10:30am

Networking Break

First & Second Floor Pre-Function Foyers

10:45am – 11:15am

Commonalities Between Lottery and Casino Gaming

Keith Cash, Vice President, Global Instant Products, IGT

Research shows that there is the high crossover rate between lottery and casino players. This session looks at how casinos design, market and strategically position their products, with an eye to what lotteries can learn and where lotteries can leverage multiple channels to meet player demand. Examples will include licensed brands, slot properties and more.

Denver, Second Floor

11:30am – Noon

A Deep Dive Into Unclaimed Prizes: How Research Can Improve Product Design, Promotions and Prize Structures

Herb Delehanty, Principal, Delehanty Consulting, LLC

Unclaimed prizes contain information about players' ability to recognize winners, and their concept of what level of prizes are worth cashing. They can also indicate periodic consumers who do not understand a game. This session will take a 30-minute dive into



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the recent unclaimed prizes for Powerball and instant games several lotteries have experienced. What do the variances tell? What does it mean for product design and promotion? And what opportunities might lotteries consider based on this analysis?

Denver, Second Floor

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 2:15pm

How to Keep Players Engaged in Today's Competitive Market

*Derek Levesque, Director U.S. iLottery Business Development, IGT
Denver, Second Floor*

2:30pm – 3:00pm

The Power of Data in Driving Intelligent Marketing Strategies

*Jessica Powell, Head of Ignite Player Analytics, UX & Marketing,
NeoPollard*

With the amount of data available to lotteries through digital solutions like iLottery, marketers are empowered to make informed strategic decisions to tailor marketing and advertising strategies to achieve precise business objectives. Business intelligence solutions tell the data story and can highlight trends, but this is just the beginning. What happens when this data enters the hands of lottery marketers? Practical examples of how big data can solve business needs and improve KPIs will be used to showcase the power of data-driven marketing.

Marriott Ballrooms 9 & 10, Second Floor

Combined session with Product Management and Sales

3:00pm – 3:15pm

Networking Break

First & Second Floor Pre-Function Foyers

3:30pm – 4:00pm

The Big Spin Family of Games

*Ammie Smith, Director of Product Development, South Carolina
Education Lottery*

*Josh Whiteside, Director of Marketing, South Carolina Education
Lottery*



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Anne Langley, Controller, South Carolina Education Lottery

Mark Ritchie, Senior Investigations & Enforcement Manager, South Carolina Education Lottery

Marriott Ballrooms 9 & 10, Second Floor

Combined session with Accounting, Product Management and Sales

4:15pm – 4:45pm

The Future of Lottery: Post-COVID

Simon Jaworski, Executive Vice President, Leger

Leger examines the most recent trends in the lottery retail industry, notably how shopping has changed in a post-COVID landscape and what the lottery industry should be doing to stay in touch with its key consumers – both the core and the casual player. We will also look at economic pointers, the two-year long decline in the casual lottery player, and how the Lottery consumer plans to utilize their discretionary spend in a tough economic environment with high inflation and record high gas prices.

Denver, Second Floor

6:00pm – 9:30pm

All Delegate Night

Indianapolis Speedway Museum

Buses depart at 5:30pm and 6:00pm.

Roundtrip shuttle transportation will be provided to and from the museum. Prior to entering the event, attendees will be given a lap around the Speedway track, and the chance to stop and kiss the bricks on the “Yard of Bricks!”

Attendees will then be dropped off at the Indianapolis Speedway Museum, with exclusive access to its collection of race cars and memorabilia featuring IndyCar, NASCAR, Formula 1, sprint and midgets, motorcycles and drag racing.

Heavy appetizers, adult and nonalcoholic beverages will be served in the atrium from 6:30pm-9:00pm.



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Thursday, July 28

7:00am – 7:45am

Health & Wellness Two Mile Walk

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Walk begins at 7:00am

9:00am – 9:15am

White Flag Final Lap: Closing Remarks From Our Host

Sarah Taylor, Executive Director, Hoosier Lottery

Marriott Ballroom 5, Second Floor

9:15am – 10:15am

Race for the Future

Sarah Fisher, Former Racecar Driver, Entrepreneur and Coach

Marriott Ballroom 5, Second Floor

10:15am – 10:30am

Networking Break

First & Second Floor Pre-Function Foyers

10:45am – 11:15am

The Winning Ticket: Engaging Players in the Loyalty Game

Liz Bowles Button, Player Loyalty & CRM Manager, Product Development, North Carolina Education Lottery

Incentivizing players to engage and become lottery loyalists is the holy grail of contemporary marketing. Learn shares how the North Carolina Education Lottery solved for the zero and first-party data challenge by appealing to their players' love of chance with a gamified loyalty program. Also, hear the winning strategies for keeping players engaged beyond the transient ticket purchase.



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Marriott Ballroom 6, Second Floor

Combined session with Marketing, Product Management and Sales

11:30am – Noon

Current Research Available in Responsible Gambling

*Marlene Warner, Executive Director, Massachusetts Council on
Gaming and Health*

Denver, Second Floor

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 2:15pm

How to Implement the Use of RG Research

*Marlene Warner, Executive Director, Massachusetts Council on
Gaming and Health*

Denver, Second Floor

2:30pm – 3:00pm

Roundtable Discussion and Networking

Denver, Second Floor