



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

Public Relations 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

Public Relations Track: Welcome and Opening Remarks

Drew Svitko, Executive Director, Pennsylvania Lottery



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Meet & Greet and Roundtable Discussion

We'll kick off the Public Relations educational track with the week's first Open Roundtable Discussion. This session is interactive, so be prepared to participate! Potential topics include:

- Howard Center inquiries and responses
- Lottery myths
- Crisis communications
- Beneficiary messaging
- Jackpot fatigue
- Influencer marketing
- Lottery Week
- Bulk purchases
- Social media strategies and promotions
- And more! Please bring your own ideas for discussion as well

Tennessee, First 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



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First & Second Floor Pre-Function Foyers

3:15pm – 3:45pm

The Ever-Changing/Never-Changing Role of Lottery PR and Communications

Seth Elkin, Assistant Director of Communications for Public Affairs, Maryland Lottery and Gaming

The lottery industry continues to evolve, with many agencies taking on responsibility for regulating casinos, sports wagering and fantasy sports. As part of that evolution, lottery PR staff must learn all we can about these industries in order to inform the public about how they work and how they benefit the state. In this ever-changing portfolio of gaming options and roles, one thing remains consistent: The PR staff is the "Explainer in Chief." Whether it's a new gaming responsibility or a new lottery product, educating the public by clearly and concisely packaging our messages is our most important task as we instill trust and confidence in our players.

Tennessee, First Floor

4:00pm – 4:15pm

Digital Marketing for Lotteries: How to Reinvigorate a Stagnant Player Program Through Promotional Experiences

Matt Cooper, Digital Marketing Manager, IGT Indiana

The myLOTTERY membership program is the primary way the Hoosier Lottery maintains connection with players and provides brand value and relevance beyond the retail transaction. However, growing myLOTTERY membership has been challenging, and getting existing members to engage with the program after joining has been equally tricky. We will demonstrate how a shift to offering exclusive promotions and gamifying the second chance entry process has led to more value, more members and more engagement.

Marriott Ballroom 6, Second Floor

Combined session with Marketing

4:15pm – 4:30pm

Influencer Marketing: How to Incorporate Influencers Into Marketing Plans to Help Extend Meaningful Brand Connections

Matt Cooper, Digital Marketing Manager, IGT Indiana



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Creating meaningful brand connections and content is more important than ever. Though we are able to generate and share content through our own social channels, without paid support the audience is limited and content directly from brands is often overlooked. Through partnerships with local social media influencers, learn how to get your brand and product in front of a different audience – as well as a younger demographic.

Marriott Ballroom 6, Second Floor

Combined session with Marketing

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 – Noon

Strategic Communications, Brand Storytelling and Content Marketing Workshop

Brittany Hodak, Speaker, Author and Superfan Expert

In this custom workshop designed for NASPL, attendees will take a deep dive into strategic communication, brand storytelling and content marketing. Using a "Learn, Do, Share" format, participants will learn new concepts, brainstorm how to implement them in your own lottery, and share ideas with your peers for instant feedback and the benefit of group learning.

By the end of the presentation, you will:

- Be empowered to craft your brand's own unique story to help attract superfans
- Have a new toolkit to attract positive media mentions on local, state, and national levels
- Fill an entire year's content calendar with compelling, SEO-friendly story ideas
- Have a better grasp on the importance of strategic communication



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- Understand why the best marketing doesn't cost money
- And more!

During the workshop, each attendee will receive a playbook to help immediately implement ideas and action items discussed.

Marriott Ballroom 6, Second Floor

Combined session with Marketing

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 3:00pm

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Marriott Ballroom 6, Second Floor

Combined session with Marketing

3:00pm – 3:15pm

Networking Break



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First & Second Floor Pre-Function Foyers

3:30pm – 4:45pm

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Marriott Ballroom 6, Second Floor

Combined session with Marketing

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



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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.

Thursday, July 28

7:00am – 7:45am

Health & Wellness Two Mile Walk

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 walk will begin.

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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 – 11:30am

How to Tell a Winner Story (Even When They May Not Want Their Story Told!)



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Carole Gentry, Managing Director, Communications, Maryland Lottery and Gaming

Everyone loves a great winner's story – especially those of us in PR. Because we know that these stories are the feel-good, grassroots, tried-and-true, attention-getters that generate buzz and brand awareness for our lotteries. But getting winner publicity is also getting tougher, making it a challenge to shine the spotlight on our most important promotional asset, our players. This session will help you win the war on winner awareness with a few tips, tricks and tactics for capturing your story and garnering positive media attention.

Tennessee, First Floor

11:30am – Noon

Strategic Communications and Brand Storytelling: How Pennsylvania Is Spreading Lottery Love

Kelly Cortez, Marketing Director, Pennsylvania Lottery

Learn more about Pennsylvania's Lottery Love, an overarching brand campaign that began with research and is currently live in market, with television spots, online video, out-of-home, paid social ads, influencer marketing and more. Experiential events will kick off later this summer as well.

Tennessee, First Floor

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 3:00pm

Data Analytics Responsible Gambling: Lotteries' Role and Certifications

Josh Ercole, Executive Director, Council on Compulsive Gambling of Pennsylvania

Ewa Swope, Press Secretary, Pennsylvania Lottery

Chip Polston, Senior Vice President, Communications, Public Relations and Social Responsibility, Kentucky Lottery Corporation

Karen Russo, Director of Responsible Gambling, Ohio Lottery

Jaime Costello, Director of Programs, National Council on Problem Gambling



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This panel will focus on lotteries' evolving role in responsible gambling, working with local RG organizations, and the different types of RG programs and resources some lotteries are now offering their players. Speakers will also highlight the importance and the process of acquiring RG certification, focusing on the joint NASPL/NCPG verification program, as well as World Lottery Association certification and the Internet Compliance Assessment Program.

Tennessee, First Floor

3:00pm – 3:15pm

Networking Break

First & Second Floor Pre-Function Foyers

3:30pm – 4:00pm

Beyond Good Causes: Embracing Sustainability and ESG's

Jade Luchauer, CSR Manager, IGT

Good causes and lotteries go hand in hand. But when you broaden your lens from one of corporate social responsibility to a full sustainability strategy, you set yourself up for long-term success. Learn how to evolve your CSR program to a sustainability strategy that focuses on ESGs, and why having sustainable suppliers is important to the industry. Also, explore examples of potential sustainability efforts that can impact lotteries.

Tennessee, First Floor

4:15pm – 4:45pm

Swag Swap and Closing Roundtable Discussion

After a two-year hiatus, the annual Swag Swap is back! This much-loved tradition is a great way to see what promotional items other lotteries are using to entertain and excite their players. So pack your coolest t-shirts and tote bags, caps and koozies and other rad promotional goodies and get ready to share the fun with your PR colleagues.

Then we'll wrap up the week with a final Open Roundtable Discussion, to explore or expand upon any additional ideas or topics generated throughout the week. This session is interactive, so be prepared to participate!

Tennessee, First Floor