



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

Product Management 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 – 11:15am

Marketing, Product Management and Sales: Welcome and Opening Remarks

Rebecca Paul, President and Chief Executive Officer, Tennessee Education Lottery



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Big Effort and Big Results for Every iLottery Program

Lori Szymanski, Director, Growth Marketing, Scientific Games

Jessica Fritz, Senior Manager, Growth Marketing, Scientific Games

Marriott Ballroom 6, Second Floor

Combined session with Marketing and Sales

11:30am – Noon

Nostalgic Games: Comfort Food for Players

Paul Guziel, Co-Founder and Chief Executive Officer, Alchemy 3

Marriott Ballrooms 9 & 10, 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

Retailer Bonus Program Coverage

Jackie Walker, Director Business Development, SCA Promotions

Robert Tironi, Product Manager, Texas Lottery Commission



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Learn how the Texas Lottery creatively utilized hole-in-one insurance to manage risk and fix their budget. Speakers explain how TLC utilizes their bonus program to keep retailers happy, and how important they are to the overall compensation model. They also explain the bonus program for winning Mega Millions and Powerball jackpot tickets sold by licensed retailers and discuss the news from New York about retailers seeking higher commissions following successful lottery sales throughout the pandemic.

Marriott Ballrooms 9 & 10, Second Floor

Combined session with Accounting

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

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 Research

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



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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

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

Determining the Value of Your Product Line



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Mary Cimaglio, Senior Instant Games Manager, Arizona State Lottery
Marriott Ballrooms 9 & 10, Second Floor
Combined session with Sales

11:30am – Noon

Product Positioning in the Face of Economic Volatility
Haley Bobo, Manager, Data Science, Scientific Games
Marriott Ballrooms 9 & 10, Second Floor
Combined session with Sales

Noon – 1:30pm

LUNCH
Indiana Ballroom E, First Floor

1:45pm – 2:15pm

CASH POP: The Light of the Party
Ammie Smith, Director of Product Development, South Carolina Education Lottery
Josh Whiteside, Director of Marketing, South Carolina Education Lottery
Marriott Ballrooms 9 & 10, Second Floor
Combined session with Sales

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 Research and Sales

3:00pm – 3:15pm

Networking Break



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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

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, Research and Sales

4:15pm – 4:45pm

Tick, Tick: The \$50 Lottery Ticket Boom!

Donna Preziotti, Senior Director, Sales & Marketing, Pollard Banknote

Marriott Ballrooms 9 & 10, 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.

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 – 11:30am

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.

Marriott Ballroom 6, Second Floor

Combined session with Marketing, Research and Sales



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11:30am – Noon

Small State, Big Prizes, No Problem: Prize Indemnity and Risk Transfer Products

Carolyn Cabell, Chief Operating Officer, New Mexico Lottery Authority

Jackie Walker, Director of Business Development, SCA Promotions

The New Mexico Lottery faced the challenge of not offering impactful prizes for players due to being a small state with a mandated return percentage. Typical top prizes on instant games across all price points were in the hundreds of dollars or low thousands of dollars. The Lottery wanted to launch a game using the My Lottery Dream Home brand, but how could they offer a game about dream homes with only small prizes and a limited budget? NM utilized prize indemnity services of SCA to leverage their marketing dollars and offer a probability game to win up to \$1,000,000 cash at a final event. In this session, find out more about this creative offering and how prize indemnity and risk transfer products can help lotteries extend budgets.

Marriott Ballrooms 9 & 10, Second Floor

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 2:15pm

Cash 5 With Quick Cash: Case Study

Jack Foley, Senior Director, Lottery Content, Scientific Games

Marriott Ballrooms 9 & 10, Second Floor

2:30pm – 3:00pm

Innovating the Player Experience

Derek Gwaltney, Founder and Chief Executive Officer, Atlas Experience

Marriott Ballrooms 9 & 10, Second Floor

3:00pm – 3:15pm

Networking Break

First & Second Floor Pre-Function Foyers

3:30pm – 4:45pm

Roundtable Discussion and Networking

Marriott Ballrooms 9 & 10, Second Floor