



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

Marketing 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



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

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 Product Management and Sales

11:30am – 11:45am

Fast Growth for Fast Play in New Jersey

Samuel Fromkin, Senior Manager, Strategy & Planning, IGT New Jersey

Emilio Regis, Manager, Sales Planning & Execution, IGT, New Jersey

Fast Play launched in New Jersey in 2015 and was quickly followed by the launch of 5 Card Cash in 2016, launch of Quick Draw (Keno) in 2017, and the launch of CASH POP in 2019. After seeing several years of Fast Play sales decline, in FY20 NorthStar New Jersey, in partnership with the New Jersey Lottery, decided to reinvest in Fast Play. This led to product changes, changes to new game launch schedules, robust advertising campaigns, product promotions, and sales team activities all focused on reinvigorating Fast Play Progressive. The results of these efforts led to a doubling of Fast Play Progressive sales over the past two years (and still growing) and the expansion of a loyal player base. Find out more here.

Marriott Ballroom 6, Second Floor

Combined session with Sales

11:45am – Noon

Fast Play: Project Innovation at the Illinois Lottery

Tina Wolf, Vice President, Product and Partnerships, Camelot Illinois

Marriott Ballroom 6, Second Floor

Combined session with Sales

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 2:45pm

In-Lane: Now or Never!



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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

Instant Ticket Innovations: The Rise of Digital Printing

Karsten F.P. Roche, Account Executive, Pollard Banknote

Marriott Ballroom 6, Second Floor

Combined session with Sales

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



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Combined session with Public Relations

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

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 Public Relations

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.



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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 – 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



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- 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
- 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 Public Relations

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 3:00pm

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Combined session with Public Relations

3:00pm – 3:15pm

Networking Break

First & Second Floor Pre-Function Foyers

3:30pm – 4:45pm

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Marriott Ballroom 6, Second Floor

Combined session with Public Relations

6:00pm – 9:30pm

All Delegate Night

Indianapolis Speedway Museum



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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



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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 Product Management, Research and Sales

11:30am – Noon

Digital Innovation and Growth

Sean Heffernan, Senior Digital Performance Manager, Camelot Illinois

Marriott Ballroom 6, Second Floor

Combined session with Sales

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 3:00pm

Future of Marketing and Tech

Tom Edwards, Strategic Consultant and Marketing & Technology Futurist

Join tech futurist Tom Edwards for a session that will be unlike anything you have seen. Find out what Star Wars, Stranger Things, and Pixar movies have to do with lotteries and the future. From NFT's to the Metaverse and everything in between, Edwards breaks down complex topics for audiences in a fun and interactive way. Step



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into the future, where the lines between physical and digital reality are blurring.

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3:00pm – 3:15pm

Networking Break

First & Second Floor Pre-Function Foyers

3:30pm – 4:00pm

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Marriott Ballroom 5, Second Floor

Combined session with Sales

4:15pm – 4:45pm

Roundtable Discussion and Networking

Marriott Ballroom 6, Second Floor

Combined session with Sales