



# PGRI SMART-TECH FORT LAUDERDALE 2024

CO-HOST FLORIDA LOTTERY



## THE PLAYER JOURNEY RUNS THROUGH DIGITAL LOTTERY

MARCH 12, 13, 14 - 2024  
HILTON FORT LAUDERDALE BEACH RESORT

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### TUESDAY MARCH 12

Reception 5:00 to 7:00 pm. Ocean Front BalQony Terrace

### WEDNESDAY MARCH 13

8:30 am. Conference sessions convene in the Del Sol Ballroom

Welcome to Florida and PGRI Smart-Tech

- Paul Jason, CEO, PGRI, Inc.
- Welcome to Florida  
John Davis, Secretary (Director), Florida Lottery

#### Session 1: Leading with Gratitude

Think updating/modernizing the Simon Sinek “What’s My Why”. How might we connect better with the values and aspirations of our co-workers? How have the catalysts and levers to inspire and motivate people changed over the last five years? How does a leader connect with people in ways that maximize engagement, productivity, and effectiveness? We know it’s about being “genuine” and “authentic”, but what does that mean exactly ... what is the substance, what are we being genuine and authentic about? We know we have to update our communication style to resonate with people on their own personal level, even perhaps on an emotional level ... but how do we do it?

Thought-Leader Presentation:

- **Authenticity: is it real or is it marketing?**  
Michelle Carney, Vice President Global Lottery Marketing, IGT
- **Moderator: Matt Strawn**, Chief Executive Officer, Iowa Lottery
- **Panelists:**  
Jay Finks, Executive Director, Oklahoma Lottery  
Joshua Johnston, Executive Director, Washington Lottery  
Ryan Mindell, Deputy Executive Director, Texas Lottery  
Doug Pollard, Co-Chief Executive Officer, Pollard Banknote

10:00 am. Coffee Break

**Special Guest Speaker: Rebecca Paul**, President & CEO, Tennessee Education Lottery, President of the World Lottery Association (WLA); and Founder & Chair of Women’s Initiative in Lottery Leadership (WILL)

#### Session 2: Digital Lottery

The modernization and digitization of State Lotteries is essential to ensure the Lottery is adapting to retail and online trends, and can support the player anywhere, anytime, any way they like to play. From digital retail signage, player rewards programs, omni-wallets, mobile applications, courier services and personalized player support, how are lotteries preparing for the future? Where are they finding efficiencies? Are they ready? Do they know their customers? What do they have in place already to support the inevitable evolution?

Thought-Leader Presentations:

- **What is your Relationship Status?**  
Shannon DeHaven, Vice-President of Digital Engagement, Pollard Banknote
- **Merchandising the Digital Lottery Product**  
Jason Lisiecki, Executive Vice President, IWG (Instant Win Gaming)
- **Jackpocket’s Ongoing Commitment to Helping Lotteries Grow Responsibly and Sustainably**  
Peter Sullivan, Chief Executive Officer, Jackpocket
- **Driving Retail Growth: How CRM Strategies and Digital Products Generated \$50 Million in Non-iLottery Markets**  
Lori Szymanski, Director of Growth Marketing, Scientific Games
- **Moderator: Kelley Jaye Cleland**, Chief Product & Program Officer, New Hampshire Lottery
- **Panelists:**  
Jesse Saccoccio, Senior Director, Global iLottery Pre-Sales, IGT  
Peter Sullivan, Chief Executive Officer, Jackpocket  
Rebecca Swindle, Vice President Strategic Development, INTRALOT  
Matt Taormina, Director of Digital Products, Scientific Games  
Rob Wesley, Vice President of North American Customer Development, NeoGames

LUNCH 12:30 to 1:30 pm

### Session 3: Driving the Omni-Channel Experience:

Why is it so important to engage the player on multiple distributional channels and media touch-points? And how do we do it ... what are the promotional tools, levers, and strategies to entice the player to interact with Lottery at both retail and online? What are the new game concepts that engage the player on multiple channels? (Title and description subject to change)

#### Thought-Leader Presentations:

- **Joining the Dots: Creating an omni-channel lottery experience**  
**Ian Hannaford**, U.S. Games & Portfolio Lead, INTRALOT
- **Connecting the Dots: Creating a Customer-First Journey**  
**Tina Wolf**, Vice President Product Strategy & Growth, Allwyn North America
- **Leveraging Engaging Content for Lottery Players**  
**Brooks Pierce**, Chief Executive Officer, Inspired Entertainment  
Moderator: **Mark Michalko**, Executive Director, North Carolina Education Lottery
- Panelists:  
**Richard Bateson**, Chief Commercial Officer, INTRALOT  
**Shannon DeHaven**, Vice-President of Digital Engagement, Pollard Banknote  
**Helene, Keeley**, Executive Director, Delaware Lottery  
**Randy Spielman**, Deputy Executive Director Product Development & Digital Gaming, North Carolina Education Lottery  
**Lorne Weil**, Executive Chairman, Inspired Entertainment

#### 3:00 pm. Coffee Break

### Session 4: Retail Optimization Part 1

#### Future of in-store shopping experience

Retail Part 1 Panel Discussion to be with execs from commercial retailers. The goal of this session is to get insight into how retail is evolving; how are process, operations, and expectations changing; and how will Team Lottery need to evolve its methods to meet those expectations. How are consumer in-store shopping behaviors changing and what will consumer brands be doing to connect with the modern shopper. This will be an opportunity to get unvarnished guidance on what we need to do to optimize long-term success at retail.

#### Thought-Leader Presentation:

- **Retail: Whatever You're Thinking, Think Bigger**  
**Paul Riley**, Vice President Retail Innovation & Partnerships, IGT
- Moderator: **Eric Grubbs**, Deputy Director, Sales, Pennsylvania Lottery  
**Jarrold Cummins**, Director Commercial Business Lines and Digital Platforms, Kroger  
**Nick Murtagh**, Category Analyst Lottery, Sheetz Retail Stores

### Session 5: Retail Optimization Part 2

**Retail Panel Discussion – future of in-store shopping experience. This second part to include panelists from both the lottery and vendor communities.**

#### Thought-Leader Presentations:

- **How lottery has to respond to the rapidly changing retail landscape**  
**Mike Purcell**, Head of Retail Sales, Abacus Lottery Solutions
- **Where do we Grow from Here?**  
**Jennifer Westbury**, EVP Sales and Customer Development, Pollard Banknote

Moderator: **Tom Seaver**, Executive Director, Colorado Lottery

- Panelists  
**Jason Barrs**, Senior Vice President Global Sales & Business Development, Carmanah Signs  
**Tonya Beenders**, Chief Sales Officer, Missouri Lottery  
**Michael Martin**, Vice President Retail Solutions, Scientific Games  
**Terry Presta**, Head of Business, North America, Abacus Lottery Solutions  
**Pete Ramsey**, Vice President Corporate Accounts & Business Development, Kentucky Lottery  
**Justin Rock**, Deputy Director of Product & Sales, Florida Lottery

RECEPTION: 5:30 to 7:00 pm. Ocean Front BalQony Terrace

## THURSDAY – MARCH 14

### 8:30 am. Conference sessions convene in the Del Sol Ballroom

Paul Jason Opens the Sessions ...

### Session 6: Multi-State Lottery Association (MUSL) on new gaming, branding, and promotional initiatives

- Moderator: **David Barden**, Chief Executive Officer, New Mexico Lottery and President of MUSL
- Panelists:  
**Stephen Durrell**, Executive Director, Kansas Lottery  
**Jay Finks**, Executive Director, Oklahoma Lottery  
**Norm Lingle**, Executive Director, South Dakota Lottery  
**Bret Toyne**, Executive Director, MUSL

#### Thought-Leader Presentations:

- **The Power of Music**  
**Derek Gwaltney**, Founder & Chief Executive Officer, Atlas Experiences
- **Better Content. Better Technology.**  
**Brad Cummings**, Founder & Chief Executive Officer, EQL Game

#### 10:00 am. Coffee Break

- **Thinking Broader**  
**Miriam Lindhorst**, International Account Director, adesso
- **Short Attention Spans**  
**Don Silberstein**, Senior Vice President, Marketing & Business Development, SCA Promotions, SCA Promotions
- **Engaging Lottery Players with Entertaining Content**  
**Joni Hovi**, Senior Vice President, Fennica Gaming

**Session 7:** Managing iLottery for maximum growth, maximum player engagement, and maximum complementarity with other channels like land-based retail. The opportunities, innovation, and challenges are changing weekly.

#### Thought-Leader Presentation:

- **U.S. iLottery: Imagine 2030**  
**Moti Malul**, Chief Executive Officer, NeoGames
- Moderator: **Stephanie Weyant**, Deputy Executive Director Marketing & Products, Pennsylvania Lottery
- Panelists  
**Rhydian Fisher**, Chief Executive Officer, IWG (instant Win Gaming)  
**Merv Huber**, Vice President of Digital Growth, Scientific Games  
**Karri Paavilainen**, Vice President iLottery Platform & Services, IGT  
**Frank Suarez**, Executive Director, DC Lottery

12:30 pm. Conference Sessions Conclude

LUNCH 12:30 to 2:00 pm Mini-reception included with lunch