



5th Brazilian Gaming Congress – Agenda

Last Update: April 18, 2018

Driving Consensus for Legislative Progress in 2019

Day Zero - April 22, 2018 - Sunday

16:00 - 20:00	Registration Open & Badge Collection
19:00 - 21:00	Opening Drinks Reception

Tivoli Mofarrej Hotel (Pool Area)

Day One - April 23, 2018 - Monday

08:30 - 09:00	Registration & Welcome Coffee
09:00 - 09:10	Clarion's Welcome Address and chairman presentation Sergio Jardim , <i>Managing Director, Clarion Events Brasil</i> Ewa Bakun , <i>Head of Industry Insight and Engagement, Clarion Gaming</i>
09:10 – 10:25	<p>SOW-THE-SEEDS: LEGISLATION (Plenary Format)</p> <p>As the country is entering the electoral race, gambling legislation is likely to be put on hold. The many discussions at both executive and legislative levels on a spectrum of proposals, from a wide ranging all-gaming bill to a casino-only, demonstrate there is a political appetite for the authorization of gambling. Much still needs to be done to drive consensus in both political and industry environments. How can this be achieved in the new legislative session to create a true progress in 2019?</p> <p>OPENING REMARKS</p> <ul style="list-style-type: none"> Where are we now in the path to the Legalization and Regulation of the Brazilian gaming market: analysis of the political process to expect and the mood of general public Eduardo Barão, <i>Journalist, Bandeirantes Communication Group</i> <p>INTERNATIONAL LEGISLATORS KEYNOTE ADDRESS</p> <ul style="list-style-type: none"> Setting, and achieving, the policy goals for regulation of gambling – ensuring gambling regulation protects consumers and drives tax revenue for the state William P. Coley, II, <i>Senator, Ohio Senate, USA</i> Becky Harris, <i>Chairwoman, Nevada Gaming Control Board</i> <p>NATIONAL LEGISLATORS - POLITICAL DEBATE</p> <ul style="list-style-type: none"> Casino-only vs. all gaming approach – which one will achieve the policy goals for Brazil? Analysing the successes and failures of legislative bills in the Senate and Chamber of Deputies, the two provisional measures of Ministry of Tourism and the Ministry of Finance, and the lotex privatization, what to expect going forward? <p><i>Moderator</i></p>



	<p>Eduardo Barão, Journalist, Bandeirantes Communication Group</p> <p>Panelists Nelson Marquezelli, Federal Deputy, Chamber of Deputies Herculano Passos, Federal Deputy, President of Mixed Parliament Front in Defense of Tourism, Chamber of Deputies</p>
10:25 – 10:45	<p>SPECIAL SESSION</p> <ul style="list-style-type: none"> LOTEX: Business plan and opportunities <p>Alexandre Manoel, Undersecretary for Tax, Energy and Lotteries Monitoring (SEFEL), Ministry of Finance Guilherme Albuquerque, Chief of Privatization Department, BNDES - National Bank for Economic and Social Development</p>
10:45 - 11:15	Networking Coffee Break
11:15 – 11:30	<p>Chairwoman Opening Remarks Priscila Carvalho, Lawyer, CBTH</p> <p style="text-align: right;">(Plenary Format)</p>
	<p>INDUSTRY PERSPECTIVE</p> <ul style="list-style-type: none"> The role of market stakeholders in gaining consensus and in the creation of the legal market in Brazil - advocacy and government relations without regulatory framework for lobbying <p>Witoldo Hendrich Junior, Partner, Hendrich Advogados / Online IPS Brasil</p>
11.30 - 12:30	<p>CULTIVATE: REGULATION & LICENSING – LESSONS FROM AROUND THE WORLD</p> <p style="text-align: right;">(Quiet Conference Format – 1 stage/1 audio channel)</p> <p>Establishing a consistent and sustainable model in Brazil is nothing short of complex. This session will detail the regulatory & licensing requirements that the model law would require and bring examples of ideal regulatory models within the vertical matrix, including best practice relevant to Brazil in various verticals:</p> <ul style="list-style-type: none"> Best practice in Online Gaming: Sports Betting & Online Casino <ul style="list-style-type: none"> Licensing conditions & taxation Creating the regulatory framework for consumer protection Regulation of all online gambling products – products perspective Setting up technical standards and certification to ensure integrity of games <p>Pierre Tournier, Director of Government Relations, The Remote Gambling Association - RGA Sissel Weitzhandler, Group Compliance Manager, Play'n GO Karen Marcela Sierra-Hugues, Latin America & Caribbean Government Relations and Business Development Director, GLI</p> <ul style="list-style-type: none"> Best practice in Land Based Gaming – Casino <ul style="list-style-type: none"> What will be demanded in terms of job creations and training for casino workers? Impact on the hotel sector – how can the existing hotel and resort sector incorporate gambling into its existing offering Large scale, IR-style vs. urban casinos – implications for tax revenue to the state and the operators <p>Becky Harris, Chairwoman, Nevada Gaming Control Board</p> <ul style="list-style-type: none"> Best practice in Lotteries <ul style="list-style-type: none"> The experience of Quiniela regulation – implications for local games such as Jogo do Bicho



	<ul style="list-style-type: none"> ○ State vs. federal lottery models <p>Thierry Pujol, <i>International Consultant, Member of the Hall of Fame of Lottery Industry</i></p>		
12:30 – 13:00	<p>BRANCH-OUT: REGULATION & LICENSING – LESSONS FOR BRAZIL</p> <p>(Quiet Conference Format – 3 stages/3 audio channels)</p> <p>Zooming in on what specific best practices might be applied and altered to suit the Brazilian market for each vertical being considered for regulation.</p>		
	<p>Stage 1 - Online Gaming</p> <ul style="list-style-type: none"> • Transitioning from grey to regulated market • Identifying current companies and target audiences within online casino and other online gaming market • What do we know about the profile of Brazilian players and their playing behavior? <p>Gustavo Schioppa, <i>President, Grupo Tower</i></p>	<p>Stage 2 - Casino</p> <ul style="list-style-type: none"> • The lessons Brazil can learn from the process of implementation of the Monticello Grand Casino - the largest casino in Latin America. • What can the experience of the largest Casino operator in the Region say about the best licensing practices that should guide the creation of the Brazilian market? <p>Celina Guedes, <i>VIP International, Sundreams /Sun International</i></p>	<p>Stage 3 - Lotteries</p> <ul style="list-style-type: none"> • Bill 9237/2017 that allows creation of state lotteries & Memorandum SEAE (that states that state lotteries operate illegally based on the law from 1967). • Opportunities in State Lotteries currently in operation in Brazil <p>Paulo Horn, <i>VP, LOTERJ – Lottery of the State of Rio de Janeiro</i></p>
	<p>Stage 1 - Sports Betting</p> <ul style="list-style-type: none"> • What options for Brazil and how to drive a multi-channel offering in Sports Betting? • Capitalising on the growth of mobile - how best to create a compelling proposition? • Ensuring sports integrity in both regulation and operation of sports betting - models of cooperation between regulators, sports bodies and enforcement agencies. <p>Santiago Castianera, <i>Operations Manager, Tower Torneos</i> Lorenzo Caci, <i>Director of Business Development and Strategic Partnership, Sportradar</i></p>	<p>Stage 2 - Bingo</p> <ul style="list-style-type: none"> • Explaining the importance of bingo play in Brazil – what’s the consumer appetite • Transitioning from the illegal to legal market • Pros and cons: Big Bingo halls focused on social interaction or small bingo establishments with video bingo <p>Olavo Sales da Silveira, <i>President, ABRABINCS</i></p>	<p>Stage 3 - Jogo do Bicho</p> <ul style="list-style-type: none"> • Caixa experience in attempting to regulate Jogo do Bicho back in 1994. What went wrong and what can be learned from this? • What is the ideal regulation framework to encourage Jogo do Bicho operators to turn into regulated entities? <p>Luiz Carlos Prestes Filho, <i>Economy Culture Specialist and Editor of "Theory of the Probabilities in Gaming, Science and Public Policies"</i></p>



13:00 – 13:15	CULTIVATE + BRANCH-OUT Q&A SESSION
13:15 - 14:15	Networking Lunch
14:15 - 15:45	<p>SOW-THE-SEEDS: REGULATORY AGENCY (Plenary Format)</p> <p>Creating a regulatory agency – key requirements and tools available for a sustainable and trustworthy regulation that will attract long-term investment and create trust within the consumer base</p> <ul style="list-style-type: none"> ○ Responsibilities of a regulatory agency: primary and secondary regulation ○ Executing control over gaming and enforcing regulations ○ Defining the role, responsibilities and capabilities of a regulatory agency <p>Paulo Duarte Lopes, <i>Director of Gaming Activity Planning and Control Director, Ministry of Tourism of Portugal</i> Marzia Turrini, <i>SVP, Business Development Europe & South America, BMM Test Labs</i></p> <ul style="list-style-type: none"> ○ Does an ideal regulator exist between requirements of industry, policy-makers and consumers? ○ A comparative analysis as to how the regulators are organized in few jurisdictions where gambling is allowed. ○ What would be the most appropriate organizational structure for the Brazilian gaming regulator <p>Fabio Ferreira Kujawski, <i>Partner, Mattos Filho Advogados</i></p> <ul style="list-style-type: none"> ○ Gaming Control & Monitoring: AML requirements, control systems and enforcement policies <ul style="list-style-type: none"> ○ Money laundry contextualization and the importance of gaming control and monitoring. ○ AML recommendations of Financial Action Task Force (FATF-GAFI) ○ Ways to ensure law enforcement <p>Robinson Fernandes, <i>President, Institute of AML Professionals - IPLD</i></p> <ul style="list-style-type: none"> ○ Market case studies <ul style="list-style-type: none"> ○ Mature Market – The case of Macau <ul style="list-style-type: none"> ▪ Macau Gaming Law system ▪ Concessions and sub-concessions ▪ Control of the Government ▪ Obligations of the operators ▪ Integrated Resorts ○ Emerging Market – The case of Colombia <ul style="list-style-type: none"> ▪ Key Facts ▪ Impact on the Colombian economy ▪ Impact on illegality Gaming and Gambling ▪ Expectations <p>Pedro Cortés, <i>Senior Partner, Rato, Ling, Lei & Cortés – Advogados e Notários</i> Camilo Millon, <i>Consultant, FECOLJUEGOS</i></p>
15:45 - 16:15	Networking Coffee Break
16:15 - 17:15	<p>CULTIVATE: REGULATION & OPERATION (Quiet Conference Format – 1 stage/1 audio channel)</p> <p>Responsible Advertising in Gambling</p> <ul style="list-style-type: none"> ● Setting out a regulatory framework for advertising gambling ● Advertising rules – finding a balance between marketing and responsible gambling messages – example of Portugal ● Self-regulation in advertising: expected legislative requirements



	<ul style="list-style-type: none"> • Consumer law and its potential impact on RG <p>Paulo Duarte Lopes, Director of Gaming Activity Planning and Control Director, Ministry of Tourism of Portugal</p> <p>Payment Methods: cash, electronic payments and bitcoin</p> <ul style="list-style-type: none"> • Regulating the market will create new streamline payment flows but will the old ones be blocked for non-regulated brands - or will they continue to be open to non-regulated brands giving them an added advantage? • Gambling account in online and land based operations: an option to cash out and pros and cons in bet tracking • Role of digital currencies: what is their impact on gambling operators and future of payments <p>Daniel Cossi, President, Brazilian Confederation of eSports / PAMESCO/WESCO</p> <p>Control System and Law Enforcement</p> <ul style="list-style-type: none"> • Forcing the illegal market out - what works and what doesn't and how will Brazil do that in its regulatory model and existing laws • Implications of Amnesty (Criminal Responsibility) - How important will it be to encourage current operators to migrate from a grey to a regulated market? • Regulatory-industry interaction in a regulated model for control and auditing of licensees • Ensuring integrity of games played through a certification process • Cooperation with police, international regulators and other enforcement agencies <p>Peter Naessens, Director, Belgian Gaming Commission Thierry Pujol, International Consultant, Member of the Hall of Fame of Lottery Industry</p>					
17:15 - 17:30	<p>BRANCH-OUT: REGULATION & OPERATION (Quiet Conference Format – 3 stages/3 audio channels)</p> <p>Deep-dive into the regulatory specifics of:</p> <table border="1" data-bbox="264 1308 1514 2027"> <tr> <td data-bbox="264 1308 655 2027"> <p>Stage 1 – Responsible Advertising in Gambling</p> <ul style="list-style-type: none"> • Advertising rules – finding a balance between marketing and responsible gaming • Market collaboration – how can the industry help establish effective legislation • Requirements for commercial communication of gambling and sponsorship <p>Nelson Romanini Neto, CEO/Advisor, We Content Digital Marketing / Sorte Online</p> </td> <td data-bbox="655 1308 1083 2027"> <p>Stage 2 - Payment methods</p> <ul style="list-style-type: none"> • Educating the market: operators are not banks and do not lend money • Will the players be able to use credit cards? • Will land based operators be able to offer the convenience of having points of service of credit banks within the establishments? What about having it nearby? • The Brazilian banking system and how it can be used to ease the payment methodology in gambling <p>José Ricardo Escolá de Araújo, Professor, Febraban / USCS / Trevisan Business School</p> </td> <td data-bbox="1083 1308 1514 2027"> <p>Stage 3 - Control and Law Enforcement</p> <ul style="list-style-type: none"> • How ready is Brazilian market to address topics such as compliance, fraud and cheating prevention? • Location of servers and data storage for monitoring • How necessary is it to have a special Law Enforcement agency/police department to stop illegal gaming • Sanctions for non-compliance <p>Braulio Melo, Brazilian Federal Police Officer and Parliamentary Consultant, Chamber of Deputies</p> </td> </tr> </table>			<p>Stage 1 – Responsible Advertising in Gambling</p> <ul style="list-style-type: none"> • Advertising rules – finding a balance between marketing and responsible gaming • Market collaboration – how can the industry help establish effective legislation • Requirements for commercial communication of gambling and sponsorship <p>Nelson Romanini Neto, CEO/Advisor, We Content Digital Marketing / Sorte Online</p>	<p>Stage 2 - Payment methods</p> <ul style="list-style-type: none"> • Educating the market: operators are not banks and do not lend money • Will the players be able to use credit cards? • Will land based operators be able to offer the convenience of having points of service of credit banks within the establishments? What about having it nearby? • The Brazilian banking system and how it can be used to ease the payment methodology in gambling <p>José Ricardo Escolá de Araújo, Professor, Febraban / USCS / Trevisan Business School</p>	<p>Stage 3 - Control and Law Enforcement</p> <ul style="list-style-type: none"> • How ready is Brazilian market to address topics such as compliance, fraud and cheating prevention? • Location of servers and data storage for monitoring • How necessary is it to have a special Law Enforcement agency/police department to stop illegal gaming • Sanctions for non-compliance <p>Braulio Melo, Brazilian Federal Police Officer and Parliamentary Consultant, Chamber of Deputies</p>
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17:30 - 17:45	CULTIVATE + BRANCH-OUT Q&A SESSION					
17:45	End of Day One					



18:30 - 22:30	OFFICIAL COCKTAIL RECEPTION - Sponsored by Online IPS Location: Chez Oscar (Oscar Freire, 1128, Jardins, São Paulo/SP, Brazil) Shuttle from hotel: 18:15, 18:30, 19:00 and 19:15 / Shuttle from the bar: 21:30, 22:00, 22:30 and 22:45
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Day Two – April 24, 2018 - Tuesday

08:30 - 09:00	Registration & Welcome Coffee
09:00 - 09:05	Day Two Welcome Address <i>Chairman</i> <i>Igor Federal Trafane, CEO, BSOP/Superpoker</i> <p style="text-align: right;">(Plenary Format)</p>
09:05 – 10:05	INDUSTRY DEBATE The right commercial approach for Brazil – building a vision for Brazil to drive investment and creating a positive social and economic impact. How the casino-only and all gaming approaches achieve that? <i>Moderator</i> <i>Igor Federal Trafane, CEO, BSOP/Superpoker</i> <i>Panelists</i> <i>Regis de Oliveira, Former Deputy</i> <i>Magnho José, President, Instituto Jogo Legal</i> <i>Bruno Omori, President, ABIHSP</i>
10:05 – 10:35	SOW-THE-SEEDS: SPORTS BETTING AND SPORTS INTEGRITY IN FOCUS <i>Ricardo Magri, Business Development Director Latam, Sportradar</i> <i>Robson Silveira, Marketing and Commercial Director, Football Federation of São Paulo</i>
10:35 – 11:15	Networking Coffee Break
11:15 – 12:15	CULTIVATE: SOCIAL & ECONOMIC IMPACT OF TAXATION <p style="text-align: right;">(Quiet Conference Format – 1 stage/1 audio channel)</p> Assessing the tax benefits to the country’s budget enabled by various models of regulation being considered and getting your head around the Brazilian multi-layered taxation framework for business, manufacturing, services and the future of regulated gambling. What is the threshold to create a commercially viable market, how specific the law needs to be and how not to make the business unfeasible by taxation. Gaming Revenue to the State budget - balancing the state budget requirements against the needs of the market <ul style="list-style-type: none"> • Estimating possible revenue gained through taxation based on the legalization of various verticals and regulatory frameworks • Presenting a realistic forecast of when the country can start to draw financial benefits from the regulation of each vertical. • Investing tax revenue back into society and economy – examples of how the revenue from gambling could be allocated to benefit specific underserved areas of sectors financed from the state budget • An investor point of view: How should be Brazilian regulation/taxation to encourage long term



	<p>investments</p> <p>Michael Pollock, Executive Director, National Council of Legislators from Gaming States – NCLGS William P. Coley, II, Senator, Ohio Senate, USA</p> <p>Importance of a stable taxation framework. Financial and legal boundaries to counter tax evasion</p> <ul style="list-style-type: none"> • How changing the rules can interfere in the market? <ul style="list-style-type: none"> ○ Panama example ○ Argentina and Uruguay examples <p>Francisco Javier Vidal Caamaño, COO, Sortis & Golden Lion Casino Federico Lannes, Independent Gaming & Business Consultant</p> <p>Taxation</p> <ul style="list-style-type: none"> • Taxing as a business <ul style="list-style-type: none"> ○ Requirements for establishing a new entity in Brazil ○ What is the best type of company to set up according to each vertical and income forecast? ○ How adding gaming to an existing business portfolio can help or hinder your market share ○ Case studies of gaming activity added to a business portfolio • Taxing gaming: Online and Land based operations <ul style="list-style-type: none"> ○ What is the impact of taxation in the process of turning the market into a regulated one? ○ Why and what are the different taxation rates for online and land based operations, for casino vs. sportsbook vs. bingo? ○ Taxation on turnover vs. profit • Taxing Players <ul style="list-style-type: none"> ○ How likely are Brazilian players to play even with players taxation? Drawing a comparison to other sectors ○ Taxing betting vs. taxing win ○ Taxation impact on players development strategies ○ Worldwide experience in taxing VIP, local and foreign players ○ The impact of taxing VIP players: revenue vs. risk – examples for other regulated markets ○ Taxing foreign players: What is double taxation and how to avoid it ○ An exercise: how much would it cost to play in Brazil vs. other destinations? <p>José Luiz Brazuna, Judge at Administrative Tax Court of Appeals of the City of São Paulo, Professor of Brazilian Tax Institute, Member of Taxation Special Commission of Brazil Bar Association (OAB) and former administrative judge of São Paulo’s Tax Court (TIT)</p>
12:15 – 12:30	CULTIVATE Q&A SESSION
12:30 – 13:45	Networking Lunch
13:45 - 15:30	<p>Chairman Luis Felipe Maia, Member, IMGL (International Masters of Gaming Law) and IAGA (International Association of Gaming Advisors)</p> <p>SOW-THE-SEEDS: NEW TRENDS IN GAMING - OPPORTUNITIES & STRATEGIES FOR BRAZIL (Plenary Format)</p> <p>Developing a competitive marketplace that responds to the future trends and player preferences – new technology and products focus</p> <p>Marketing opportunities for operators targeting Brazil</p> <ul style="list-style-type: none"> • Benefits of investing in Brazil • Achieving profitability in Brazil



	<ul style="list-style-type: none"> • What are the perspectives Brazilian's market for this year? • Which opportunities can we found in Brazil? • Partnerships and acquisitions in Gaming industry <p>Tiago Almeida, CEO, Egaming Services</p> <p>Live casino within gaming Jonathan Meller, Partner and Commercial Director, Vivo Gaming</p> <p>New technologies, tools and concepts to improve the land based industry</p> <ul style="list-style-type: none"> • Case Study – What changes casino operators had to go through to keep themselves as sustainable businesses, attractive to a younger demographic? • Improving operations within “physical walls” and on the digital space – building integrated spaces for fully immersive gaming experiences <p>Francisco Javier Vidal Caamaño, COO, Sortis & Golden Lion Casino</p> <p>Lotteries modernisation</p> <ul style="list-style-type: none"> • Online sales: a way to reach younger audience • How the only legalized game in Brazil can lead modernisation? • E-commerce impact on lotteries retailers <p>Roberto Brasil Fernandes, Board Member, State Lotteries Brazilian Association - ABLE</p> <p>eSports: Is there any synergy with gambling market?</p> <ul style="list-style-type: none"> • e-Sports at the Olympic Games of 2024. A reality? • The development of the e-Sports market • Opportunities for the betting industry within the e-Sports universe • The development of the e-Sports market, and its increasing impact on young Brazilians – what is the state of eSports in Brazil? • The challenges and opportunities in the Brazilian e-Sports scenario • e-Sports: what is the size of the challenge for the National Games Industry to insert their products into the Brazilian competitive landscape? • eSports in a land-based casino environment vs. betting on eSports – is this a viable gambling opportunity in Brazil? <p>Raiff Chaves Paulo, Founder Partner and COO, eBrainz</p> <p>Game Localisation: How important is it to adapt products to local consumers?</p> <ul style="list-style-type: none"> • Social gaming as a lab to test Brazilian taste on gaming <p>Vicens Marti, President, Tangelo Games</p> <p>Social Gaming Players (Casino/Bingo) in Brazil</p> <ul style="list-style-type: none"> • Peculiarities of social gaming players • Players’ retention in a scenario where there is no expectation of getting prizes • Monetization strategies <p>Daniel Xavier, COO, Pipa Studios</p>
15:30 - 16:15	Networking Coffee Break
16:15 – 17:00	<p>CULTIVATE: ALL ABOUT THE PLAYERS</p> <p style="text-align: right;">(Quiet Conference Format – 1 stage/1 audio channel)</p> <p>What are the market best practices to ensure a sustainable growth of casual and VIP players whilst continuing</p>



	<p>to ensure player protection and development?</p> <p>Marketing to the new generations</p> <ul style="list-style-type: none"> • Impact of skill based slots on casinos and bingos • Why to attract young players? • How different are these consumers from the traditional players? <p>Rui Magalhães, CEO, Estoril Sol Digital</p> <p>Players and Market development</p> <ul style="list-style-type: none"> • Gambling high rollers and their importance to the Brazilian Gaming market • Strategies for player development and marketing: what promotional channels are likely to be available and what works best to market to various demographics of players • Regulatory and licensing recommendations for VIP programs <p>Gustavo Barcha, Player Development Manager- Brazil, Iguazu Grand Resort Spa & Casino</p> <p>Future-proofing your responsible gambling framework</p> <ul style="list-style-type: none"> • Worldwide developments in improving responsible gambling approaches • Understanding the role of technology and player analytics in advancing consumer protection measures • Increasing social acceptance of gambling through more pro-active consumer protection approaches <p>Francesco Rodano, Chief Policy Officer, Playtech</p>					
17:00 - 17:15	<p>BRANCH-OUT: ALL ABOUT THE PLAYERS</p> <p style="text-align: right;">(Quiet Conference Format – 3 stages/3 audio channels)</p> <p>A deep-dive & Q&A about the players profile, development and protection.</p> <table border="1" data-bbox="268 1272 1522 1928"> <tr> <td data-bbox="268 1272 655 1928"> <p>Stage 1 - Marketing to the new generations</p> <ul style="list-style-type: none"> • Behaviour of Brazilian Young consumers <p>Martha Terenzo, Innovation Professor, ESPM - Higher School of Advertising and Marketing</p> </td> <td data-bbox="655 1272 1083 1928"> <p>Stage 2 – VIP players programme</p> <ul style="list-style-type: none"> • Learn from some of the best VIP programs – why VIP players are important? • Highlight: how to attract VIP players? <p>Celina Guedes, VIP International, Sundreams /Sun International</p> </td> <td data-bbox="1083 1272 1522 1928"> <p>Stage 3 - Self-exclusion and other responsible gambling tools</p> <ul style="list-style-type: none"> • What is self-exclusion and how is it rolled-out in regulated markets • Self-exclusion set-up and management – UK experiences • The role and effectiveness of spending limits • Reviewing other tools to prevent gambling addiction, spot at-risk gamblers and intervene <p>Pierre Tournier, Director of Government Relations, The Remote Gambling Association - RGA</p> </td> </tr> </table>			<p>Stage 1 - Marketing to the new generations</p> <ul style="list-style-type: none"> • Behaviour of Brazilian Young consumers <p>Martha Terenzo, Innovation Professor, ESPM - Higher School of Advertising and Marketing</p>	<p>Stage 2 – VIP players programme</p> <ul style="list-style-type: none"> • Learn from some of the best VIP programs – why VIP players are important? • Highlight: how to attract VIP players? <p>Celina Guedes, VIP International, Sundreams /Sun International</p>	<p>Stage 3 - Self-exclusion and other responsible gambling tools</p> <ul style="list-style-type: none"> • What is self-exclusion and how is it rolled-out in regulated markets • Self-exclusion set-up and management – UK experiences • The role and effectiveness of spending limits • Reviewing other tools to prevent gambling addiction, spot at-risk gamblers and intervene <p>Pierre Tournier, Director of Government Relations, The Remote Gambling Association - RGA</p>
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17:30	<p>End of BgC</p>					