



INDEPENDENT LOTTERY RESEARCH

RESEARCH CAMP 2009

HOW TO EVALUATE & IMPROVE YOUR LOTTERY'S BRAND

THURSDAY, JULY 23rd

9:00 a.m. - 9:15 a.m.

Breakfast and Introduction

9:15 a.m. - 10:15 a.m.

State of the Lottery Consumer

- National Jack Poll update: ILR Directors present the latest data on Joe, Jack, games, prizes, attitudes, and implications and recommendations for our industry.

Presented by Margaret Mueller, Director, ILR

10:30 a.m. - 12:30 p.m.

Why Is Brand Important for Lotteries, Lottery Sales, Lottery Players, and Lottery Non-Players?

- 10:30 a.m. -11:00 a.m.
Establishing Your Brand: The Early Years
Presented by Jay Finks, Marketing Director, Oklahoma Lottery Commission
- 11:00 a.m. -11:30 a.m.
Let's Look at Our Brand: Brands in Mature (Or Maturing) States
Presented by Shelley Rosen, CEO, Airlift Ideas, Inc
- 11:30 a.m. - 12:00 p.m.
The Importance of Your Brand: Brand Development
Presented by Carrie Lannon, VP Strategic Partnerships, Merchandise Mart Properties, Inc
- 12:00 p.m. - 12:30 p.m.
Panel Question/Discussion time

12:30 p.m. - 1:30 p.m.

LUNCH

1:30 p.m. - 2:30 p.m.

Measuring and Strengthening the Health of Your Brand

Presented by Matthew Smith, Director, ILR

2:30 p.m. - 4:00 p.m.

The Changing Media Landscape

Presented by David Houle, Futurist and Strategist

4:00 p.m. - 4:30 p.m.

Private Management and Internet Sales for the Illinois Lottery

Eric Madiar, Legal Counsel to the President of the Illinois Senate

FRIDAY, JULY 24th

9:00 a.m. - 9:15 a.m.

Breakfast and Introduction

9:15 a.m. - 10:00 a.m.

New Lottery Technology and Their Impact on Your Brand: Internet, Cell Phones, and Other Revolutionary Lottery Tech

Presented by Cameron Friedlander, Vice President, Director of Technology Solutions, Designkitchen

10:00 a.m. - 10:45 a.m.

The Impact of Social Media Intelligence and User-Generated Content on Your Brand

Presented by Nichole Goodyear, CEO & President, Brickfish

11:00 a.m. - 11:30 a.m.

Why Brand Is Important in Game Development

Presented by ILR staff based on National Poll data and current research

11:30 a.m. - 12:00 p.m.

Integrating Your Brand in All Messaging

Presented by Sarah Patterson, SVP Group Strategic Planning Director, DDB

1:20 p.m.

CUBS GAME

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SCHEDULE SUBJECT TO CHANGE