



INDEPENDENT LOTTERY RESEARCH

FOR IMMEDIATE RELEASE

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INDEPENDENT LOTTERY RESEARCH CAMP GROWS ONCE AGAIN AS IT ANNOUNCES EXCITING SPEAKERS FOR ITS FOURTH ANNUAL EVENT

July 23 & 24 Research Camp to Help Lotteries Evaluate and Improve Their Brand

CHICAGO, IL (July 14, 2009) - This month, attendees will have even more incentive to be present at the fourth annual Research Camp as industry experts were recently announced as guest speakers. Research Camp, developed by Independent Lottery Research, will be held July 23 and 24 at ILR's offices in Chicago. Representatives from state, and even international lotteries, as well as private companies will gather over two days to learn about evaluating and improving their brand to maximize lottery sales and profits.

RESEARCH CAMP TOPICS

Industry experts provide insights on branding, media, new technologies and social media.

- **State of the Lottery Consumer** – The latest data on Joe, Jack, games, prizes, attitudes with implications and recommendations for the industry.
Presented by Matthew Smith, Director, ILR
- **Establishing Your Brand: The Early Years**
Presented by Jay Finks, Marketing Director, Oklahoma Lottery Commission
- **Evaluating Our Brand: Brands in Mature (or Maturing) States**
Presented by Shelley Rosen, CEO, Airlift Ideas, Inc
- **Measuring and Strengthening the Health of Your Brand** – Techniques and applications that help make informed decisions.
Presented by ILR Staff
- **The Changing Media Landscape and What Lies Ahead**
Presented by David Houle, Futurist and Strategist
- **New Lottery Technology and the Impact on Your Brand** – Internet, cellphones, and other revolutionary lottery technologies.
Presented by Cameron Friedlander, Vice President, Director of Technology Solutions, Designkitchen

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- **The Impact of Social Media Intelligence and User-Generated Content on Your Brand**
Presented by Nichole Goodyear, CEO, Brickfish
- **Why Brand is Important in Game Development** – Findings on brand-focused attributes are revealed.
Presented by ILR staff based on National Poll data and current research

For more information on the schedule, attendees and how to register, please visit www.ilresearch.com or call Jessica Ellington at 312-321-8117.

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