



RESEARCH CAMP 2008

SIGNS OF THE TIMES

SCHEDULE

**MONDAY, JULY 21 AND TUESDAY, JULY 22
CHICAGO, ILLINOIS**

Signs of the Times is an intense two day lottery research immersion into new attribute based game research and how best to take advantage of new communication technologies. Day One will focus on game elements and game development with major real lottery case studies. Day Two will continue last year's innovative look at new technologies and their impact on lottery communication, sales and profits.

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MONDAY – JULY 21, 2008

“IT’S ELEMENTARY, MY DEAR WATSON.”

A NEW METHOD OF ENSURING GAME SUCCESS

9:00-9:30

COFFEE & CONTINENTAL BREAKFAST

9:30-10:30

OPENING SESSION

The State of our Lotteries: Overview of National Poll Data and the Effect of Gas Prices on Lottery Play

ILR has been tracking lottery trends and attitudes every month since October 2005. While each monthly poll provides a snapshot of Joes’, Jacks’ and non-players’ behavior and attitudes, the accumulated data allows us to understand each of these snapshots in context. We’ll talk about the trends we have seen over the past three years from asking and listening to thousands of adults in lottery states. We will present major trends that should affect your marketing planning and discuss the implications for the future of lotteries.

NEW TOPIC ADDED:

Every year since 2005, ILR has also been tracking the effect of rising gas prices on Joes' and Jacks' lottery play. We will be in the field during the month preceding Research Camp asking about the effect of \$4+ per gallon gas on lottery ticket purchasing. We'll present these findings and add the trends we have discovered by asking these questions of Joes and Jacks over time. Are they cutting back? Are they changing purchasing habits? What games are affected? Who is hurt more...Joe? Jack? We'll also provide campers with the data from their own states to help them understand the effect of \$4+ gas on their lotteries.

10:30-10:45

BREAK

10:45-11:45

**A NEW PARADIGM FOR INSTANT GAME RESEARCH:
INSTANT GAME ELEMENT STUDIES**

- Prizes
- Themes
- Play Styles
- Odds
- Features

11:45-12:30

**CASE STUDY: OKLAHOMA LOTTERY REVOLUTIONARY GAME
DEVELOPMENT APPROACH**

Jay Finks, Marketing Director, the Oklahoma Lottery Commission

12:30-1:30

LUNCH BROUGHT TO YOU BY



1:30-2:00

**A NEW PARADIGM FOR ONLINE GAME RESEARCH:
ONLINE GAME ELEMENT STUDIES**

- Odds
- Prizes
- Play
- Game Structure
- Features/Options

2:00-3:30

**USING RESEARCH TO REINVENT YOUR LOTTERY:
A D.C. CASE STUDY**

Jay Young, COO, D.C. Lottery & Charitable Games Control Board

3:30-4:00

RECAP AND CLOSE

7:00-?

WHITE SOX GAME SPONSORED BY



TUESDAY – JULY 22, 2008

“REACH OUT AND TOUCH SOMEONE”

THE NEW ERA OF COMMUNICATION

10:00-10:30 **COFFEE**

10:30-11:30 **CONSUMER REACTIONS TO NEW TECHNOLOGIES**


ILR reviews a year of primary data on how Joes and Jacks react to potential new technologies in the lottery industry, such as using cell phones for purchasing lottery tickets, short codes, text messaging and Internet.

11:30-12:30 **REACH OUT**

Andrew Shafer, Director of Marketing, Southwest Region, Verizon Wireless

Verizon Wireless is one of the leading mobile providers in the US. They have the ability to touch their subscribers with new messaging technology. Andy will share his marketing experiences with us and talk about future opportunities that will affect how the public will/can use their “phones” as technology becomes easier to use and more cost efficient. Advertisers can channel and customize messaging to reach out on a highly focused basis.

12:30-1:30

LUNCH BROUGHT TO YOU BY 

1:30-2:45

TOUCH SOMEONE

Jeff Minsky, Director of Emerging Media Platforms, OMD NEXT

Jeff led a spirited review of the technology space last year. He discussed convergence and showed us the new ways consumers will be able to communicate and receive messages to just in the future but now. Jeff will share the advances made in the past year and show us how mobile marketing technology might impact marketing to very targeted audiences.

2:45-3:30

ILLINOIS STATE SENATOR TALKS ABOUT ILLINOIS: THE INTERNET LOTTERY BILL AND LOTTERY PRIVATIZATION

Senator John Cullerton

3:30-4:00

RECAP AND CLOSE

**Schedule is subject to change*