



INDEPENDENT LOTTERY RESEARCH

RESEARCH CAMP 2009
**HOW TO EVALUATE & IMPROVE
YOUR LOTTERY'S BRAND**

THURSDAY, JULY 23rd:

9:00a - 9:15a

Breakfast and Introduction

9:15a - 10:15a

State of the Lottery Consumer

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

10:30a - 12:30p

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

- 10:30a -11:00a
Establishing Your Brand: The Early Years
- 11:00a -11:30a
Let's Look at Our Brand: Brands in Mature (Or Maturing) States
- 11:30a - 12:00p:
The Importance of Your Brand: Brand Development
- 12:00p - 12:30p
Panel Question/Discussion time

12:30p - 1:30p

LUNCH

1:30p - 2:30p

Measuring and Strengthening the Health of Your Brand

2:30p - 4:00p

A Top Media Expert Reviews the Changing Media Landscape

4:00p - 4:30p

Wrap Up

FRIDAY, JULY 24th:

9:00a - 9:15a

Breakfast and Introduction

9:15a - 10:00a

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

10:00a - 10:30a

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

10:30a - 11:00a

Why Brand Is Important in Game Development

11:00a - 11:30a

Why Brand is Important in All Messaging

11:30a - 12:00p

Wrap Up Work Session: Let's Build a Brand

1:15p - ?

CUBS GAME

SCHEDULE SUBJECT TO CHANGE