



Ontario's Charitable Gaming Conference will be held on Monday, November 19th and Tuesday November 20th, 2018, at the Hilton Mississauga Meadowvale, 6750 Mississauga Road, Mississauga, Ontario. Jointly hosted by the Commercial Gaming Association Ontario (CGAO) and the Ontario Charitable Gaming Association (OCGA), this event focuses on the charitable gaming sector in Ontario and brings together commercial operators, charities, government partners, and gaming suppliers.

Hotel Information

The Hilton Mississauga Meadowvale is located at 6750 Mississauga Road, Mississauga, Ontario. A limited number of rooms have been set aside from Sunday November 18th to Tuesday November 20th. Room rates are \$161.00/per night (plus applicable taxes) for single or double occupancy and includes parking. For the preferred rate, please book your room by Friday October, 19th.

To make a reservation, please click on: <https://book.passkey.com/go/ONTCHGAM> . Or, if you prefer, please call, 905-821-1981 and quote "OCG".

Monday November 19, 2018 (subject to change)

4:00 pm – 4:15 pm	Conference Welcome Lynn Cassidy, Executive Director, Ontario Charitable Gaming Association Peter McMahon, CEO, Commercial Gaming Association Ontario
4:15 pm – 4:45 pm	Opening Address Jean Major, CEO and Registrar, Alcohol and Gaming Commission of Ontario
4:45 pm – 6:30 pm	Reception & Vendor Visitation

Tuesday November 20, 2018 (subject to change)

8:00 am – 9:00 am	Breakfast & Vendor Visitation
9:00 am – 9:15 am	Keynote Address Stephen Rigby, President & CEO, OLG

9:15 am – 10:05 am

The Sky's the Limit for Entertainment Experiences

Digital technology is blending entertainment formats to produce unique, innovative new entertainment content. The session will explore how changes in consumer behaviour are rapidly evolving content and distribution of entertainment in the Digital era.

Speaker: Neil Bhattacharya, Associate Partner, Digital, PI - IT Advisory, Ernst & Young LLP

10:05 am – 10:55am

Effective Partnerships – The Foundation for Charitable Gaming

The charitable gaming sector is a partnership of operators, charities, and government bodies. When the private sector, charities and government work collaboratively we create better outcomes and establish positive change for everyone involved.

Moderator: Richard Schwar, Field Coordinator, OCGA

Panelists: David Fraser, Director, Portfolio Management, Charitable Gaming, OLG
Mary Villa, Supervisor Gaming Services, City of Toronto

10:55 am – 11:10am

Coffee Break

11:10 am – 12:00 pm

The Process of Seeking Product Approval

In order to ensure there is clear understanding of how product will be brought through the approval process, the panel will explain how the process will be undertaken from *policy, regulation and product alignment*.

Moderator: Peter McMahan, CEO, Commercial Gaming Association Ontario

Panelists: Don Bourgeois, Policy Advisor, GRG Advisors
Tom Mungham, COO, Alcohol and Gaming Commission of Ontario

12:00 pm – 12:50 pm

Choosing an Effective Product Mix

The charitable gaming industry will have a broader range of products to choose from. With greater product choices, it will be important for operators to select products that meet the needs of their customers. This session will explore how to select an effective product mix for your business and customers.

Moderator: Diane Gartshore, Director Product & Marketing, Charitable Gaming, OLG

12:50 pm – 1:40 pm

Lunch & Vendor Visitation

1:40 pm – 2:30 pm

Eligibility and Use of Proceeds - Changes for cGaming (Concurrent)

A document for cGaming charities providing direction on eligibility and use of proceeds has been developed by OCGA and OLG in consultation with municipalities. Changes include greater flexibility in some areas and more clarity particularly for service clubs. Attend this session to learn more.

Speakers: Lynn Cassidy, Executive Director, OCGA
Richard Schwar, Field Coordinator, OCGA

Data & Loyalty (Concurrent)

The use of data is critical for customer services and business planning. Data is available in many forms and can provide insight into the customer. Attend this session to learn how to effectively leverage this data and enhance the customer experience and business.

2:30 pm – 3:10 pm

Electronic 50/50 Raffles – How They Work and What’s Next

Technology for 50/50 Draws is providing opportunities for charities. Learn what’s available and how to run an eRaffle. What is next for Phase 2?

Moderator: Sam Goodwin, Policy Advisor, OCGA

Panelists: TBD, Canadian Bank Note Ltd.
Leslie Fenton, Senior Manager, Strategic Policy and Planning, AGCO

3:10 pm – 3:20 pm

Coffee Break

3:20 pm – 4:10 pm

New Operator Business Model (Concurrent)

Attend this session to learn about the changes to the cGaming business model for operators and the new requirements.

New Model for Charities – Promotional Fund (Concurrent)

Attend this session to learn about how the new business model impacts the cGaming contract for charities.

