



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.

All sessions will be held in the Hazel McCallion Room unless noted.

Conference Sponsors

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Monday November 19, 2018

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

Vendors



Tuesday November 20, 2018

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

One Centre, One Vision, One Team

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
Peter McMahon, CEO, Commercial Gaming Association Ontario
Mary Villa, Supervisor Gaming Services, City of Toronto

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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 McMahon, CEO, Commercial Gaming Association Ontario

Panelists: Don Bourgeois, Policy Advisor, GRG Advisors
Diane Gartshore, Director Product & Marketing, Charitable Gaming, OLG
Tom Mungham, COO, Alcohol and Gaming Commission of Ontario

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12:00 pm – 12:50 pm

Using Research, Metrics and Analytics to Grow Your Business

The library of products available to the Charitable Gaming industry is growing faster than ever before! With greater product choices, it will be important for operators to select the combination that best meets the needs of their customers. This session will explore the various methods that can be used to build an effective product mix.

Moderator: Rick Gray, Vice President, Charitable Gaming

Panelists: Nadia Massingham – Sr Manager New Products, cGaming – Research, OLG

Earl Cobb, Lead Electronic Games, Service Operations – Metrics, OLG

Andres Miller, VP Enterprise Analytics – Analytics, OLG

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12:50 pm – 1:40 pm

Lunch & Vendor Visitation

1:40 pm – 2:30 pm

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

Club Studio 3

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: Richard Schwar, Field Coordinator, OCGA

The New Gaming Environment – What can we Expect? (Concurrent)

With OLG modernization bundles now announced what can we expect over the next few years. This session will give you an overview of what is coming in the various regions of the Province and how the gaming landscape is changing. Discussion will include how charitable gaming can survive and grow in an increasingly competitive environment.

Moderator: Rick Gray, Vice President, Charitable Gaming, OLG

Speakers: Greg McKenzie, Chief Operating Officer, OLG

Tom Mungham, Chief Operating Officer, AGCO

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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

Speakers: Patric McKechnie, Business Development Specialist & Account Manager, Sports and Entertainment Solutions, 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

AGCO – Changing and Developing (Concurrent)

The AGCO has begun to introduce a digital platform for their services. This will affect the way the AGCO engages with its stakeholders and registrants. Learn how these changes and enhancements will impact and benefit you.

Moderator: Peter McMahon, Commercial Gaming Association of Ontario

Panelists: Martha Otton, Chief Strategy Officer, AGCO
Elizabeth Yeigh, Director, Strategic Engagement, AGCO

New Model for Charities – Promotional Fund (Concurrent)

Club Studio 3

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

Speakers: Lynn Cassidy, Executive Director, Ontario Charitable Gaming Association
Richard Schwar, Field Coordinator, Ontario Charitable Gaming Association

