



APLA/WLA SEMINAR 2014 APLA/WLA SEMINAR 2014

APLA/WLA SEMINAR 2014 APLA/WLA SEMINAR 2014 APLA/WLA SEMINAR 2014 APLA/WLA SEMINAR 2014



PCSO

HOSTS APLA/WLA “Manila Business Seminar”



APLA/WLA SEMINAR 2014 APLA/WLA SEMINAR 2014



Tan Soo Nan
*Chairman, Asia Pacific
Lottery Association (APLA)*



“Marketing in the New Age: Captivate, Innovate, Engage”

With the forward-looking theme of “Marketing in the New Age: Captivate, Innovate, Engage”, this seminar focuses on the marketing and sales function in a lottery during an environment of rapid technological changes and expectations of stronger social safeguards to minimize harm to customers. How do we “Captivate” the target customer segments, “Innovate” to keep up with changing consumer behaviour, and “Engage” players continuously for a fun and entertaining experience, all in a socially responsible manner?

Alongside the quick advent of new technologies, lottery organisations find ourselves not just combating illegal betting, but also increasingly facing competition from various evolving forms of gaming and entertainment. To sustain our earnings for contribution to public good, it is crucial that lotteries learn modern and innovative ways of marketing from other industries, which is what we aim to achieve with our diverse and international panel of distinguished keynote speakers. Industry experts, APLA Sponsors and lottery operators from APLA and WLA will also share the latest trends and best practices in Asia and around the world.

Hosted by Philippine Charity Sweepstakes Office (PCSO), the seminar will be held in Sofitel Philippine Plaza Hotel in Manila, Philippines. This city, with its dense myriad of warm hospitality, urban development, historic sentiment, colourful festivals and exotic cuisine, has been ranked by Forbes.com as part of “the friendliest country in Asia”.

APLA, PCSO, together with the WLA, welcome you to Manila for a rewarding experience and a pleasant stay.

Yours Sincerely,

Tan Soo Nan
Chairman, Asia Pacific Lottery Association, and
Chief Executive Officer, Singapore Pools (Private) Limited



Mr Jean Jørgensen
Executive Director, World
Lottery Association (WLA)



Modern Marketing – A Fine Balance

Marketing is a core function within any organization without which we'd have nothing to sell and no stories or dreams to share with our clients. Given this vital role, and the fact that times are now changing faster than ever, keeping pace with progress and up-to-date best practice is as essential for the lottery industry as it is for any other.

The characteristics of marketing are, however, pretty complex and require different mindsets depending on who's working on which P*. Coordinating and leveraging the talents of everyone from the creative artist to the technician and scientist is a balancing act which must be mastered in order to succeed.

The WLA, APLA, PCSO and Singapore Pools have designed an excellent seminar program that aims to address many of these topics. Building and maintaining a strong brand is unquestionably a high priority, but what are the implications of the digital revolution on our marketing efforts? How much of a social responsibility lies on us and how does this impact our efforts to raise money for good causes? The artists and innovators will also have their fair share of topics as will those who need facts and figures to establish ROI and market research data.

Two packed days of exciting and thought provoking material await you in Manila. As always, we have world class speakers as well as lottery insiders sharing their experiences and discussion panels. This is a wonderful opportunity also to meet like-minded people and to network.

I look forward to seeing you in Manila in April.

Yours Sincerely,

Jean Jørgensen
Executive Director, World Lottery Association

** The Marketing 'P's – Product, Place, Price, Promotion, Processes, Physical environment, People*



Mrs Margarita Juico
*Chairman of the Board,
Philippine Charity
Sweepstakes Office*



Responsible marketing practices for gaming

Mabuhay!

The fast and evolving market preference for social media and other digital platforms require us to re-think and innovate in the way we market our products, protect our players and stakeholders, and serve our communities.

As we ride the waves of digital revolution, address competition and adopt measures to maintain our market leadership, we are called upon to remember our reasons for being: (1) advocate responsible gaming practices; and (2) be an effective partner of the Government towards nation building thru sustained revenue growth for public good. Undeniably, the changing times call for our industry to put a premium on corporate social responsibility. As state-controlled gaming operators, we must reflect the same in the way we sell and market our products.

The APLA/WLA 2014 Seminar hosted by the Government of the Philippines, thru the Philippine Charity Sweepstakes Office, is an opportune time for gaming operators, lottery industry players and marketing luminaries to share best practices, learn innovations including success stories of member organizations. Aligned with the thrust of the Government to promote the Philippines as a major convention or seminar destination in the Asia-Pacific region we have prepared a social program featuring well-loved scenic and historic destinations in the City of Manila and nearby Provinces where delegates will have a glimpse of Filipino's world renowned brand of hospitality.

Have a fruitful and fun-filled stay in the Philippines.

Very truly yours,

Margarita P. Juico

Chairperson

Philippine Charity Sweepstakes Office

HOST: APLA/WLA 2014 Business Seminar

PCSO WELCOMES APLA/WLA 2014 DELEGATES

By: Laura M. Jacinto

PCSO took pride in hosting the recently concluded APLA/WLA 2014 at the Sofitel Hotel, Pasay City. Delegates from different countries arrived at the NAIA as early as April 26, 2014. As a member of the PCSO Secretariat for the said event, I was assigned to meet and greet the delegates at the airport. The experience was great especially the exchange of ideas with people from different cultures. Though brief, my conversations with selected visitors were pleasant and heart-warming. Even if we are from different parts of the globe, we realized that they, too, have appreciative hearts.

Delegates had only good remarks for PCSO for hosting a very remarkable event. According to them, this was a well-organized APLA/WLA seminar they have ever attended compared to other APLA events. They were even surprised to know that our preparation took only less than six (6) months. Hard work and cooperation among PCSO officials and employees who got themselves involved and dedicated to this noteworthy accomplishment were the key to the success of the event.

Despite being first-timers in our land, APLA/WLA delegates and guests left with the impression that Filipinos, as what we have always been known for around the world, are amiable and hospitable. One inspiring attitude that they noticed was the very generous smile from the PCSO Secretariat despite the pressure and fatigue they experienced. Notwithstanding the challenges of the work that we were commissioned to do, still, we managed to have beam bearing faces.

To the PCSO officials and staff who did a gigantic job, CHEERS!!!



(Left photo) Mr. Tan Soo Nan, Chairman, APLA (3rd from right) with other delegates. (Right photo) Keynote speaker, Mr. Viswa Sadasivan, CEO, Strategic Moves, Singapore. With them are Jovy Cecilio and Laura M. Jacinto, Corplan Dept., PCSO



(Left photo) Prof. Jochen Wirtz, Marketing and Academic Director, UCLA-NUS Executive MBA, National University of Singapore and (right photo) Mr. Thierry Gabarret, Dep. Gen. Manager, La Pacifique des Jeux, French Polynesia. With them are Jovy Cecilio and Laura M. Jacinto, Corplan Dept., PCSO

APLA BUSINESS SEMINAR HIGHLIGHTS



Marketing in the New Age:
Captivate, Innovate & Engage



Close to 145 delegates representing 25 countries converged in Manila for the joint Asia Pacific Lottery Association/World Lottery Association (APLA/WLA) 2014 Business Seminar from April 28 to May 1, 2014.

Revolving around the theme “Marketing in the New Age: Captivate, Innovate, Engage”, the program covered presentations

of innovative ways of marketing from various industries. With the dawning of new technologies, lottery organizations must thrive and learn to captivate target customer segments, innovate to keep up with changing behavior of customers and engage players continuously in a fun and entertaining experience.



It was a four-day event of learning, networking and socializing. The program opened on Monday, April 28, 2014 with a leisure activity that took place at Wack Wack Golf and Country Club, one of the best golf courses in the world where major tournaments such as the Philippine Open and the World Cup of 1977 were held. On the same day, a half-day city tour of Manila’s top landmarks was held. Delegates visited the Jose Rizal Monument at Luneta Park, where the remains of the Philippines’ national hero lie. They also visited Fort Santiago, San Agustin Church Museum, Casa Manila and Bahay Tsinoy, all within the walled city of Intramuros. After the half day guided city tour, the delegates enjoyed a delightful and sumptuous lunch at Solaire Resort.





In the evening, the delegates were led to the opening dinner. Attendees dined at the Sunset Bar of Sofitel. A sumptuous spread of international and local Philippine cuisines was served. Delegates were serenaded by the renowned De La Salle University (DLSU) Chorale while sitting next to the magnificent view of the Manila Bay sunset and the turquoise waters of Sofitel's famous lagoon-shaped pool and manicured, tropical gardens. PCSO General Manager Atty. Jose Ferdinand M. Rojas II and APLA Chairman and Chief Executive Officer of Singapore Pools (Private) Limited Tan Soo Nan, gave the opening remarks where the latter took the opportunity to greet PCSO as it celebrates its 80th Founding Anniversary this year.





The business seminar program was officially held on Tuesday and Wednesday, April 29 and 30, 2014. PCSO Chairperson Margarita P. Juico gave a warm welcome to the delegates, guests and sponsors of the business seminar. The program was graced by world class keynote speakers, industry specialists and lottery insiders. These experts shared their perspectives on the vital role of marketing within an organization amid the fast changing technology and competitive forms of gaming and entertainment.

Marketing and innovation were the core messages of the keynote addresses. The conversations and panel sessions covered a variety of themes centered around responsible marketing, corporate social responsibility and best practices in Asia and around the world. The need for continuous learning from other industries remains essential to the success and development of lottery operations.



The APLA/WLA Seminar 2014 came to a close on Thursday, April 30, 2014. It was a formal affair, with the entire delegation coming together to celebrate the culmination of the event. It was an evening of traditional barrio fiesta celebration at the historic Baluarte de San Diego, an al fresco and tranquil garden with the oldest fortified walls of Intramuros (built circa 1586) in the backdrop. The musical entertainment was provided by internationally acclaimed Sining Kumintang ng Batangas Dance Troupe and the University of the Philippines Concert Chorus. Festive spirit and local colors were demonstrated in lively music and dances, colorful costumes and an array of Filipino gastronomic delights. Atty. Mabel Mamba, PCSO board member, welcomed the delegates to the culminating activity. APLA Chairman Tan Soo Nan commended the PCSO for hosting a well-organized event.



A day of networking took place at Villa Escudero on May 1, 2014. A relaxing day was spent catching up with colleagues from the different lottery communities. Delegates took pleasure in seeing the AERA Memorial Museum housing one of the largest art historic collections in the country, unmatched in its eclectic diversity of colonial religious art mostly dating from the Spanish colonial era, as well as Oriental ceramics, natural history and ethnographic dioramas, costumes, household furniture and weaponry collected from around the world. They also enjoyed the various activities and the native cuisine served at the Villa's Waterfalls restaurant.

The line of activities aimed to further promote the country as a major seminar destination in the Asia-Pacific. The hardwork, dedication and gracious hosting of the event by PCSO officials and staff manifested readiness to expand reach and strengthen impact on the lottery industry.

PCSO is grateful to all who made their way to Manila for the APLA Business Seminar. It is our sincerest hope that the event gave an opportunity to expand and enrich networking among participants. More so, we hope that it contributed valuable experiences and inspirational lessons to all attendees. PCSO is proud to have been the host of this event. Beyond the preparation and organization efforts, we take pride for the opportunity to share the spirit of friendship and warm hospitality to all our guests. PCSO is grateful to all participants and sponsors whose support made the event a big success. *by: Antoinette Escario*

