

Ontario's Charitable Gaming Conference  
Hosted by Ontario Charitable Gaming Association

Monday June 7th, 2010

ocga

**MAKING A  
DIFFERENCE**

### **Ontario's Charitable Gaming Conference**

**Monday June 7, 2010**

Holiday Inn Toronto Airport East, 600 Dixon Road, Toronto

**8:00 am – 9:00 am**

Registration Desk Opens

Continental Breakfast

**9:00 am – 9:30 am**

Welcome and Keynote Address

**Lynn Cassidy, Executive Director, OCGA**

**Jean Major, CEO, AGCO**

**9:30 am – 10:15 am**

#### **How do Charities and Not-for-Profits Benefit from Charitable Gaming – A Cross Canada Perspective**

Charitable gaming is a significant component of the entire Canadian gaming industry. Across Canada, charities and non-profits participate and receive funds in different ways. Find out how charities participate in individual provincial gaming industries in terms of gaming activities, revenue sharing, and profit.

**Rob Scarpelli, Managing Director, HLT Advisory**

### **Concurrent Sessions**

**10:15 am – 11:00 am**

#### **New Promotional Opportunities with Licensed Games**

Recently, the Alcohol and Gaming Commission of Ontario introduced new promotional opportunities for licensed games. Attend this session to learn about the new opportunities available to the charitable gaming sector.

**Kathy Klas, Director, Sector Liaison Branch, AGCO**

#### **Impact of HST on Charities and Not-for-Profits**

The Harmonized Sales Tax is now a reality in Ontario. What are the implications for charities and not-for-profits in operating their organizations? Learn about a qualifying not-for-profit as well as public sector body rebate and other possible rebates available. What are the implications for those not-for-profits who do not qualify for rebates?

**Deloitte & Touche**

**11:00 am – 11:15 am**

Coffee Break

**11: 15 am – 12:00 noon**

**New Promotional Opportunities with Licensed Games – Workshop**

Building on the previous session, how can these new promotional opportunities now available be utilized by the industry? This will be a hands-on session with participants separating into groups and reporting back to everyone. Take away some ideas that can be implemented in your hall.

**Peter McMahon, CEO, CGAO**

**Break Open Ticket Options to Address the HST**

An analysis commissioned by the Break Open Ticket Development Fund shows that the HST will have a greater impact on suppliers that service the most charities/sites. A number of options to mitigate the impact on the HST are under discussion. Learn more about these options.

**Sam Goodwin, Policy Advisory, OCGA**

**12:00 noon – 1:00 pm**

**Lunch**

**1:00 pm – 1:45pm**

**Successful Marketing Ideas**

What are some of the successful marketing ideas that have been developed in the Ontario marketplace? Join a panel of both operators and charities as they share some of their ideas.

**Moderator – Peter McMahon, CEO, CGAO**

**Panel – Peter Howard, Meadowvale Bingo; Dennis Sivret, Boardwalk Gaming Sudbury; Richard Schwar, Boardwalk Gaming Sudbury**

**Regulatory Changes for Break Open Tickets and Mega Raffles**

Recently, much requested regulatory changes have been introduced for both Break Open Tickets and Mega Raffles. Attend this session to learn more about these changes.

**Kathy Klas, Director, Sector Liaison Branch, AGCO**

**1:45 pm – 2:30 pm**

**Developing a Marketing Plan**

Marketing and promotion are important components of any business. What are the steps in developing a marketing plan? What are the steps to measuring the success of these marketing plans? Participate in this interactive session.

**Mona Sharkawy, Senior Partner, KISP Sales and Marketing Solutions**

**Developing a Brand**

Developing a brand may be one of the most difficult aspects of developing a marketing plan. However, this is a critical and important step since a brand is repeated and communicated in numerous ways and is vital to creating a company or product identity. Learn the steps to developing a brand for your facility.

**Marian Magrane, magrane marketing services inc.**

**2:30 pm – 2:45 pm**

**Refreshment Break**

**2:45 pm – 3:30 pm**

**Developing a Marketing Plan Cont'd**

This session continues from the Developing a Marketing Plan session above.

**Mona Sharkawy, Senior Partner, KISP Sales and Marketing Solutions**

**Windsor E-Gaming Implementation**

The new Breakaway Gaming Centre is now open in Windsor with more gaming centres scheduled to open in the spring. What have we learned from the implementation of this unique industry model?

**John Wisteroff, Vice President, Gaming Marketing, OLG, and Mona Crawford, Director, Special Projects, OLG**

**Your Information** (Please print clearly, one registration form per person.)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Charity/Sponsor's Association/Municipality/Company \_\_\_\_\_

Address \_\_\_\_\_

Email: \_\_\_\_\_

Telephone Number \_\_\_\_\_

**Registration Fee**

Includes 1-day conference with light breakfast, lunch, and breaks.

**OCGA Charity Member** **\$140.00**

**CGAO, Regulator and Subscriber Member** **\$180.00**

**All Other** **\$225.00**

**Subtotal** \_\_\_\_\_

**5 % GST** \_\_\_\_\_

**Total Payment Enclosed** \_\_\_\_\_

Your completed registration form and payment must be received by Monday May 31, 2010. Please make your cheque payable to OCGA. Registration forms received without payment will not be processed.

**Ontario Charitable Gaming Association**  
**c/o 11 Woodhaven Drive**  
**Brampton, ON L7A 1Y6**  
**(Please remember, one registration form per person.)**

**Cancellation Policy: Registration fees are non-refundable. Substitutions can be made with written notification up to Friday June 4, 2010.**

**If you are interested in booking a room, please call the Holiday Inn Toronto Airport East directly at 1-800-491-4656 or 416-240-7511. Based on availability, corporate rates will be applied if you mention that you are with the Ontario Charitable Gaming Conference.**