



Let's make a Change

Welcome to Spelakademin, the meeting place for the gambling industry. This year Spelakademin is organized in Åland by the trade association Sper in collaboration with Paf. The seminar will be moderated by Sabinije von Gaffke and three main topics will be highlighted - Sustainability, Customer Satisfaction and Leadership.



Moderator

Sabinije von Gaffke

Keynote speaker

**Erik Elvingsson
Hedén**

CEO, SB Insight



Sustainability

How can the gambling industry become more sustainable and attract future consumers and employees, what are the gambling companies doing well, what needs to be improved and is it possible to both make profit and protect the players?

Customer Satisfaction

How do we make the customers satisfied in a highly competitive market, how can a company distinguish itself when all products are generic and what do the future customers expect?

Keynote speaker

Daniel Ewerman

Industrial designer and
founder of Transformator Design



Keynote speaker

Camilla Rosenberg

Director General, Swedish Gambling Authority



Successful leadership

What is a successful leadership in the gambling industry, how does the re-regulation affect the market and the companies and what changes must be made to gain an increased reputation?

WINNERS OF THE SWEDISH GAMBLING AWARD



Panels: CEOs and thought leaders from Svenska Spel, Paf, Kindred, ATG, Miljonlotteriet, Spelfriheten and more



When: Wednesday 11th of September 11.30 am to 17.30 pm including lunch and followed by dinner at the old sailing ship Pommern at 19:00 pm.

Where: Alandica, Åland

How: the seminar, lunch and dinner are free of charge. Travel and accommodation are not included and need to be managed by the attendees.

Please find some suggestions on the next side.

Travel and hotel arrangements



Hotel Arkipelag
Single room: 100 euro
Double room: 125 euro
Use code: [Spelakademin](#)

Park Alandia Hotel
Single room: 100 euro
Double room: 110 euro
Use code: [Spelakademin](#)

→ From Sweden to Åland

Viking Line Cinderella
Stockholm-Mariehamn

September 10: 18:00 pm – 07:15 am

Viking Line Rosella
Kapellskär-Mariehamn

September 10: 12:00 pm – 15:30 pm
(bus from Stockholm Central Station at 10:00 am)

September 10: 19:00 pm – 22:30 pm
(bus from Stockholm Central Station at 17:00 pm)

Eckerö line
Grisslehamn-Eckerö

September 10: 10:00 am – 13:00 pm
(bus from Stockholm Central Station at 07:30 am)

September 10: 15:00 pm – 18:00 pm
(bus from Stockholm Central Station at 12:30 pm)

Air Leap
Arlanda-Mariehamn

September 10: 20:40 pm – 22:15 pm
September 11: 09:25 am – 11:00 am

← From Åland to Sweden

Viking Line Grace
Långnäs-Stockholm

September 12: 01:10 am – 06:30 am (bus from Viking Line office in Mariehamn to Långnäs at 00:10 am)

Viking Line Rosella
Mariehamn-Kapellskär

September 12: 07:30 – 09:00 am (bus to Stockholm at 10:35 am)

Eckerö line
Eckerö – Grisslehamn

September 11: 18:30 pm – 19:30 pm (bus from Mariehamn bus stop at 17:15 pm and then bus from Grisslehamn to Stockholm)

September 12: 13:30 pm – 14:30 pm (bus from Mariehamn bus stop at 12:20 pm and then bus from Grisslehamn to Stockholm)

September 12: 18:30 pm – 19:30 pm (bus from Mariehamn bus stop at 17:20 pm and then bus from Grisslehamn to Stockholm)

Air Leap
Mariehamn-Arlanda

September 12: 06:40 am – 06:10 am
September 12: 16:55 pm – 16:30 pm

→ From Finland to Åland (Helsingfors-Mariehamn)

Finnair

September 10: 19:25 pm – 20:55 pm
September 11: 08:35 am – 09:30 am

← From Åland to Finland (Mariehamn-Helsingfors)

Finnair

September 11: 21:15 pm – 22:10 pm
September 12: 09:50 am – 11:20 am
September 12: 21:15 pm – 22:10 pm

Viking Line

September 11: 23:45 pm – 10:10 am

Tallink Silja

September 11: 23:55 pm – 09:55 am