



**THE EUROPEAN
LOTTERIES**
FOR THE BENEFIT OF SOCIETY

Communications Workshop

Managing Crisis Communications during a Pandemic

PRELIMINARY PROGRAMME

9 November 2021 (Start at 09.00 CET)

- 09:00 – 09:10 Welcome and Introduction
Mario MUSA, CEO, Hrvatska Lutrija d.o.o. and Supervisory Chair of the EL Communications & Marketing Working Group
- 09:10 – 10:00 **Keynote**
Taking on the Challenge of Talking Policy and Talking to People
Chris BURNS, Burnstorm Communications, Belgium
- 10:00 – 10:20 EL Lottery Member case study
- 10:20 – 10:40 EL Level 1 Partner Scientific Games
Therese MINELLA, APR, Senior Director, Corporate Communications, USA
- 10:40 – 10:50 **BREAK**
- 10:50 – 11:10 EL Lottery Member case study
Hrvatska Lutrija d.o.o, Croatia
- 11:10 – 11:30 EL Lottery Member case study
- 11:30 – 12:25 Breakout Assignment
- 12:25 – 12:30 Conclusions & Closing Remarks

10 November 2021 (Start at 09.00 CET)

- 09:00 – 09:05 Welcome to Day 2
- 09:05 – 09:15 Results from Breakout Assignment & Feedback
- 09:15 – 09:35 EL Lottery Member case study
- 09:35 – 09:55 EL Level 1 Partner IGT
- 09:55 – 10:05 **BREAK**
- 10:05 – 12:05 **Media Training** with **Chris BURNS**, Burnstorm Communications, Belgium
- 12:05 – 12:20 Feedback and Q&A
- 12:20 – 12:30 Conclusions & Closing Remarks

*The Workshop will be moderated by **Arjan VAN 'T VEER**, Secretary General, EL*