



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

## Communications Workshop

### Managing Crisis Communications during a Pandemic

#### PRELIMINARY PROGRAMME

<b>9 November 2021</b>	<b>(Start at 09.00 CET)</b>
09:00 – 09:10	Welcome and Introduction <b>Mario MUSA</b> , CEO, Hrvatska Lutrija d.o.o. and Supervisory Chair of the EL Communications & Marketing Working Group
09:10 – 10:00	<b>Keynote</b> <i>Taking on the Challenge of Talking Policy and Talking to People</i> <b>Chris BURNS</b> , Burnstorm Communications, Belgium
10:00 – 10:20	EL Lottery Member case study
10:20 – 10:40	EL Level 1 Partner Scientific Games <b>Therese MINELLA</b> , APR, Senior Director, Corporate Communications, USA
10:40 – 10:50	<b>BREAK</b>
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
<b>10 November 2021</b>	<b>(Start at 09.00 CET)</b>
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 <b>Joke VERMOERE</b> , Head of Communications/Spokesperson, Loterie Nationale Loterij, Belgium
09:35 – 09:55	<i>Connecting with Customers and Employees in Times of Crisis'</i> <b>Ana CORONEL</b> , VP Organization, Transformation & Global Services & <b>Matt RUDDEN</b> , Senior Director International Field Services, EL Level 1 Partner IGT
09:55 – 10:05	<b>BREAK</b>
10:05 – 12:05	<b>Media Training</b> 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*