



## EL DATA & RESEARCH WEBINAR FUTURE OF RETAIL

### PROGRAMME

- 10:00 – 10:05 Welcome Introduction  
**Václav ŠTĚPÁN**, Moderator & Executive Chair of the EL Data & Research Working Group, Czech Republic
- 10:05 – 10:30 FDJ's Retail Transformation & Omnichannel Gaming Experience  
**Estelle DAUCHY**, Sales & Retail Strategy Manager, Française des Jeux, France
- Q&A Session**
- 10:30 – 10:55 Customer Experience in the Retail Sector  
**Krisztián BRENKUS**, Head of Customer Management, Szerencsejáték Zrt, Hungary
- Q&A Session**
- 10:55 – 11:20 Irish National Lottery – Our Retail Strategy  
**Ronan NEARY**, National Account Controller, Premier Lotteries Ireland
- Q&A Session**
- 11:20 – 11:45 SAZKA's Route to Retail Customers' De-anonymization  
**David SCHENK**, CRM Manager & **Petr LUBOJACKÝ**, CRM Manager – Loyalty, SAZKA a.s., Czech Republic
- Q&A Session**
- 11:45 – 11:50 Closing Remarks  
**Václav ŠTĚPÁN**, Moderator & Executive Chair of the EL Data & Research Working Group, Czech Republic

*All presentations/recording will be available in the private section of the EL website.*