



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY



EL/WLA Marketing
Webinar
February 2-4, 2022

Back to the future!
Celebrating 20 years of
lottery marketing success

PROGRAMME

The webinar will be held in English with simultaneous French, Spanish and Portuguese interpretation.

DAY 1 – FEBRUARY 2

Starting at 14:00 CET (Brussels) | 08:00 EDT (New York) | 10:00 ART (Buenos Aires) | 21:00 CST (Beijing)

Duration of the session: 2 hours

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| 14:00 – 14:10 | Welcome & Introduction by Moderators
Arjan VAN 'T VEER , EL Secretary General
Luca ESPOSITO , WLA Executive Director |
| 14:10 – 14:30 | Opening Address
Hansjörg HÖLTKEMEIER , EL President
Rebecca PAUL , WLA President |
| 14:30 – 15:00 | KEYNOTE
<i>Celebrating Two Decades of the Biggest Lottery Marketing Trends</i>
Ray BATES , Honorary EL President, Ireland |
| 15:00 – 15:45 | <i>Luck of the Draw! Lotteries & Entertainment (2003)</i> <ul style="list-style-type: none">• María NÚÑEZ, Journalist & Press and Communications Secretary, SELAE, Spain
<i>EL Gordo Christmas Draw</i>• Imme ROG, Chief Marketing Officer, Novamedia/Postcode Lotteries, the Netherlands
<i>TV (Game) Shows Anno 2022</i> |
| 15:45 – 16:00 | Closing Remarks |
- END OF DAY 1**



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DAY 2 – FEBRUARY 3

Starting at 14:00 CET (Brussels) | 08:00 EDT (New York) | 10:00 ART (Buenos Aires) | 21:00 CST (Beijing)

Duration of the session: **2 hours**

14:00 – 14:10

Welcome & Introduction by Moderators
Arjan VAN 'T VEER, EL Secretary General
Luca ESPOSITO, WLA Executive Director

14:10 – 14:50

The Great 2022 Marketing Outlook
Panel with Lotteries' CEOs, moderated by **Ray BATES**

- **Gretchen CORBIN**, Georgia Lottery, USA
- **Romana DERNOVŠEK**, Loterija Slovenije, d.d., Slovenia
- **Hansjörg HÖLTKEMEIER**, Deutsche Klassenlotterie Berlin, Germany
- **Mario MUSA**, Hrvatska Lutrija d.o.o., Croatia
- **Francesco PAROLA**, IGT Lottery S.p.A., Italy

14:50 – 15:10

Cross over Marketing
Gladys NI, General Manager, Samarkand Global, China

15:10 – 15:50

The Great 2022 Marketing Outlook
Panel with Suppliers' Executives, moderated by **Rebecca PAUL**

- **Jay GENDRON**, Chief Operation Officer Lottery, IGT, USA
- **Patrick McHUGH**, Executive Vice President & Group Chief Executive Lottery, Scientific Games, USA
- **Doug POLLARD**, Chief Executive Officer, Pollard Banknote, Canada

15:50 – 16:00

Closing Remarks

END OF DAY 2



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Day 3 – February 4

Starting at 14:00 CET (Brussels) | 08:00 EDT (New York) | 10:00 ART (Buenos Aires) | 21:00 CST (Beijing)

Duration of the session: **2 hours**

- 14:00 – 14:10 Welcome & Introduction by Moderators
Arjan VAN 'T VEER, EL Secretary General
Luca ESPOSITO, WLA Executive Director
- 14:10 – 14:30 *Retailing (2005)*
Roger SOLEIM, Head of Omnichannel distribution, Norsk Tipping, Norway
State of Play in Norway
- 14:30 – 14:45 *Optimizing Connections: the Evolving Consumer Journey*
Shannon DEHAVEN, Vice President, Digital Engagement, Pollard Banknote, Canada
- 14:45 – 15:05 *Staying on Top of the Game (2012)*
Andrew VARLEY, Head of Performance Marketing & **ALISTAIR PITKIN**,
Performance Marketing Manager, Tabcorp, Australia
Digital Marketing in an Uncertain Future (Customer Privacy/Cookieless)
- 15:05 – 15:20 *2022 Forecast: Blue Skies and Bright Clouds.*
Sharon DUNCALF Vice President, Global Insights & Planning, IGT, UK
*What Have We Learned About Player Motivations & Behaviours Impacting
Lottery Play?*
- 15:20 – 15:40 *New Colours for Advertising (2009)*
Peter TER WEEME, Chief Social Purpose Officer & VP, Player Experience,
BCLC, Canada
How Social Purpose Can Future Proof your Business
- 15:40 – 15:55 *Paper & PC: an Evolving Love Story*
Chris ALLEN, VP Marketing, Scientific Games, UK
- 15:55 – 16:00 Closing Remarks

END OF DAY 3 & WEBINAR

All attendees will receive access to the webinar recordings and presentations after the event.