

EL CORPORATE UNIVERSITY INDUCTION



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

21-25 MARCH 2022

PROGRAMME

Monday, March 21 (start at 14.00 CET) – Day 1

14.00 – 14.30	WELCOME & BRIEF INTRODUCTION OF E-PARTICIPANTS	Arjan van't Veer
14.30 – 14.50	HISTORY OF LOTTERIES	Arjan van't Veer
14.50 – 15.35	SETTING THE SCENE – OVERVIEW OF STATE LOTTERY	Ray Bates
15.35 – 15.45	BREAK	
15.45 – 17.00	CSR, SUSTAINABILITY & RESPONSIBLE GAMING	Laura Da Silva Gomes & Romana Dernovšek

Tuesday, March 22 (start at 14.00 CET) – Day 2

14.00 – 14.45	LOTTERY GAMES	Ray Bates
14.45 – 15.25	MULTI-JURISDICTIONAL GAMES	Peter Voets
15.25 – 15.35	BREAK	
15.35 – 16.25	SPORT BETTING	Christian Kalb
16.25 – 17.00	INSTANT GAMES & INTRODUCTION OF GAME DESIGN EXERCISE	Ray Bates
17.00 – 17.15	BREAK	
17.15 – 18.15	PRE-ASSIGNED BREAKOUT GROUPS WORK ON GAME DESIGN	

Wednesday, March 23 (start at 11.30 CET) – Day 3

11.30 – 13.00	WORK ON GAME DESIGN EXERCISE	
13.00 – 14.00	LUNCH BREAK	
14.00 – 14.45	COMPLETE THE GAME DESIGN EXERCISE & PREPARE PRESENTATIONS	
14.45 – 15.40	TEAMS TO PRESENT SOLUTIONS, REVIEW & ASSESSMENT OF DESIGN	Ray Bates
15.40 – 15.50	BREAK	
15.50 – 17.00	NEW WAYS OF ENGAGING WITH CUSTOMER + CASE EXERCISES	Aki Järvinen

Thursday, March 24 (start at 14.00 CET) – Day 4

14.00 – 15.15	PR & STORYTELLING + CASE STUDIES	Jack Murray
15.15 – 15.25	BREAK	
15.25 – 16.05	MARKETING	Richard Bateson
16.05 – 16.40	MARKET RESEARCH	Ray Bates
16.40 – 17.00	QUESTIONS & ANSWERS REVIEW	Ray Bates & Arjan van't Veer

Friday, March 25 (start at 14.00 CET) – Day 5

14.00 – 14.45	OMNI-CHANNEL	Roger Soleim
14.45 – 15.35	RETAIL	Ronan NEARY
15.35 – 15.45	BREAK	
15.45 – 16.15	LEGAL	Philippe Vlaemminck
16.15 – 16.30	EL	Lucy Lenaers-Mathieson
16.30 – 16.50	QUESTIONS & ANSWERS REVIEW	Ray Bates & Arjan van't Veer
16.50 – 17.00	REVIEW & CLOSE	Ray Bates & Arjan van't Veer

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TEAM

(click on the picture of the speaker for their LinkedIn profile)



Ray Bates is the Honorary President of EL. He served as Director of the Irish National Lottery from 1988 to 2006. He was EL President for 6 years and served on the Board of the WLA for 4 years.



Arjan van't Veer is EL Secretary General since 2017. He started his career in the world of lotteries at the Nederlandse Staatsloterij in 1998. He served as the Director of Corporate Affairs at Nederlandse Loterij where his responsibilities included notably all corporate communications, legal affairs, sponsorships and responsible gaming. Following his law studies, he obtained a doctoral degree on gambling regulation from the Erasmus University Rotterdam.



Laura Da Silva Gomes is the Founder Director of www.digitalRG.com. She works specifically on sustainability, responsible gaming and innovation with lotteries from all over the world as well as other industries interested in Doing Well By Doing Good. www.digitalRG.com is the only cloud platform specifically developed to help the industry improve its impact on society & the environment.



Romana Dernovsek is the President and CEO of Slovenia State Lottery. She is a member of the EL Executive Committee and is the Supervisory Chair of the CSR and Responsible Gaming Committee. Prior to taking on the role of CEO in 2013, Romana held the position of Strategic Marketing, Sales and Logistics Director in her Lottery.



Richard Bateson is currently the Chief Commercial Officer with Jumbo Interactive Limited. He is also Executive Director of Hector Consulting Limited. Prior to that he was Commercial Director at Camelot UK. Since 2001 Richard has served in a number of capacities within the Camelot Group. He was Controller of Game Development & scratchcards 2007 – 2009 and was Camelot UK Lotteries Marketing Director from 2009 to 2012.



Peter Voets is the Chief Marketing & eCommerce Officer at the Loterie Romande in Switzerland. He has had an extensive marketing career in the travel sector, working with EasyJet, Rail Europe and CGN. He also serves as a member of the Management Committee of EuroMillions and leads the EuroMillions Innovation Group.



Aki Järvinen, Ph.D, is a researcher, designer, and technologist with 20 years of experience with interactive media. He works at Digital Catapult in London helping UK companies adopt immersive technologies into their business. In the past he worked with Veikkaus, the Finnish National Lottery, in product development roles and between 2011 and 2017 coached 'the Young Lions' as part of the EL Congress programme.

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Jack Murray Murray is an entrepreneur, story consultant, speaker, and author. He is the CEO and founder of MediaHQ, a media contacts database and press release distribution tool, and of the storytelling agency All Good Tales. His first Book - "The Magic Slice - How to Master the Art of Storytelling for Business" is available now on Amazon. At MediaHQ, he leads a team that builds a technology platform that helps the world's top PR and communications teams connect their stories with their audiences. At All Good Tales, he helps companies define their storytelling strategies, train staff in storytelling, and share stories with their audiences. He is a recognized expert in business storytelling and storytelling strategy. Over a twenty-five-year career, he has worked on story strategy with hundreds of brands, organisations, and communications teams. He previously worked in marketing, journalism, public relations, and politics. Jack advises leadership, communications, and marketing teams through:

- Story training courses
- Story strategy workshops
- Keynote talks



Ronan Neary is the National Account Director, Premier Lotteries Ireland. Ronan has been with the National Lottery for the past 5 years holding senior roles in Retail and Sales. Prior to joining the Lottery he worked as Customer Business Manager with the Valeo food group and as a key account manager with Coca-Cola.



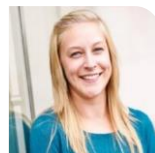
Roger Soleim is the Head of Omnichannel distribution at Norsk Tipping. He has worked at the Norwegian National Lottery for the past 12 years, during which time he also served as Sales Manager, and as Team Leader for "Nabolaget" the Neighbourhood Game.



Christian Kalb is an expert of the sports betting industry and the governance of sports organisations. Creator and Director of CK Consulting, company specialised on strategy with regards to sport and gaming, he has been working for various governments in Europe, Asia and Africa on regulatory issues, as well as for European institutions and EL/WLA members.



Philippe Vlaemminck has more than 35 years' experience as a specialist in EU law, lottery & gambling legislation. He is widely regarded as a leading player in the current debate on state lotteries and gambling in the EEA & WTO, and has been involved as a Member State representative in every gambling case brought before the CJEU and the EFTA court (more than 70 cases). He also acts as a legal advisor to various states, (state owned) operators and associations (EL & ALA) in lottery & gambling regulatory and legal affairs.



Lucy Leners-Mathieson is the Communications Officer at the EL for the past 2 years. Prior to joining EL, Lucy worked as Communications manager in a number of European organisations including The Health and Environment Alliance (HEAL) - the leading not for-profit organisation addressing how the environment affects human health in the European Union (EU) and beyond.