



BROCHURE

The foreseeable impacts of technological megatrends on the lottery sector

Innovation is everywhere and impacts our surroundings and day to day lives. The 2022 European Lotteries (EL) Innovation seminar in Milan aims to expose participants to innovation in several areas, engage them on what innovation means, which shape it takes in the lottery sector, and how to make the best out of it.

This is an opportunity to create a strong networking moment among participants, granting a place and a time to discuss Innovation and its impact on the lottery landscape.

The stage is set with a snapshot of the status of **Digital Transformation** – with a focus on Artificial Intelligence (AI) and on how that can transform both the offer portfolio and the customer.

Learn how the idea of the **Metaverse** can be made tangible, and generate engagement for customers and ... revenues for businesses. The Seminar will also cover what **cryptocurrencies and NFTs** are, how they are made, the various benefits and drawbacks, and provide elements on how they could be applied to the lottery sector.

The **EL Innovation Awards 2022** ceremony will be held during the seminar to celebrate the top three innovations among EL Lottery Members.



WHO SHOULD ATTEND?

Open to EL Lottery & Associate Members, professionals involved in innovation, marketing, strategy, product management, customer experience & change management.

WHEN?

The seminar will start with a welcome reception on the evening of Wednesday, October 5 and end on Friday, October 7 with a farewell lunch.

WHERE?

IBM STUDIOS
Piazza Gae Aulenti 10, 20124 Milan, Italy

ACCOMMODATION

NH MILANO TOURING
Via Ugo Tarchetti, 2, 20121 Milan, Italy ([website](#))

LANGUAGE

The seminar will be held exclusively in English.

COSTS 2 NIGHTS | 5 - 7 OCTOBER, 2022

EL Lottery Members	EUR 1950.-
EL Associate Members	EUR 2250.-

The fee includes 2 nights' hotel accommodation (5-7 October 2022), meals during the seminar, meeting rooms, technical assistance and working material. **Extras and additional nights' expenses must be settled by the participants prior to check-out.**

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than 28 September by [registering online](#) through the EL website. A written confirmation will be sent to you upon receipt of your registration, together with the corresponding invoice.