

## How to successfully unleash the potential of your Lottery's data through AI

# BROCHURE

After having published an insightful report on the effects of COVID-19 on the lottery sector, the EL Data & Research working group started focusing on the use of data and Artificial Intelligence (AI) in the lottery sector.

This exciting topic will be at the centre of this year's seminar programme, covering a broad aspects of AI use across lottery organizations, for example use in the areas of CRM, Customer Centre, Player Protection or IT Security. Participants will be inspired how other Lotteries and external companies are getting the most of their existing data and new technologies.

Following a series of successful webinars that took place over the course of 2021 and 2022, The European Lotteries (EL) is happy to invite you to the first Data & Research physical seminar after COVID-impacted years! Over the two days, participants will have the chance to reconnect in person, exchange experiences and knowledge as well as have the opportunity to network with experts in the field.

**This seminar will be kindly hosted by our Member SAZKA a.s. in the delightful city of Prague, in the Czech Republic.**

*EL would like to raise attention to the fact that participants are obliged to comply with the COVID-19 rules applicable in the Czech Republic at the time of and during the event & are considered to have checked by themselves the rules applicable at that moment at that region. It may be required to wear a facemask and/or to show a COVID-19 safe pass at various locations. Registered participants will be further informed on the development of the applicable COVID-19 prevention measures.*

### WHO SHOULD ATTEND?

The seminar will be of particular interest to Lottery Management, marketers, business intelligence professionals, CRM professionals, data and AI analysts and Responsible Gaming experts. **This seminar is for EL Lottery Members only.**

### WHEN?

The seminar will start with a welcome reception on the evening of Wednesday, 14 September and end on Friday, 16 September 2022 at around 13:00 with lunch.

### WHERE?

ACCOMMODATION & SEMINAR VENUE  
**Vienna House Diplomat Prague**  
Evropská 370/15  
Prague | Czech Republic

***Airport transfers are not organised.***

### LANGUAGE

The Seminar will be conducted exclusively in English.

### COSTS 2 NIGHTS | 14 – 16 SEPTEMBER 2022

EL Lottery Members CHF 1'450.-

***The fee includes two nights' accommodation (14 – 16 September 2022), meals, meeting room, technical assistance & working materials. Extra nights on request only & if confirmed are to be paid directly at the hotel.***

### REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **15 August 2022** by **registering online** through our website. A written confirmation will be sent to you upon receipt of your registration, together with the corresponding invoice.

The programme will be available on the [EL](#) website.