



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

EL Communications webinar

The tricks of the (lottery) trade: From online engagement to responsible communications

PROGRAMME

Day 1 – “Let’s talk digital”

26 October 2022

(Start at 14.00 CET)

- 14:00 – 14:05 Welcome and Introduction
Arjan VAN 'T VEER, Secretary General, EL
- 14:05 – 14:20 Setting the scene & Interactive poll
Nikolina GABELICA, Director of Business Development and Marketing, Hrvatska Lutrija, Croatia and Executive Chair of the EL MaC Working Group
- 14:20 – 14:45 KEYNOTE: The rise of NFTs in Marketing
Ilija BRAJKOVIC, CEO, KONTRA Agency, Croatia
- 14:45 – 15:05 The role of social media management in strengthening competitiveness
Zsófia BÁNHEGYI, Marketing & Communication Director, Szerencsejáték Zrt., Hungary
- 15:05 – 15:25 Transforming an idea into a trend: A digital shortcut to a new land-based instant lottery market
Kamelija LEVENSKA, Director of Communications Strategy & Marketing, National Lottery Macedonia
- 15:25 – 15:45 The rise of e-sports, digital and influencer marketing
Adrian KOLASINSKI, Digital marketing and content video marketing specialist, Totalizator Sportowy, Poland
- 15:45 – 16:00 Q&A and Closing Remarks by **Arjan VAN 'T VEER**, Secretary General, EL

Day 2 – “Responsible Lottery Communications”

27 October 2022

(Start at 14.00 CET)

- 14:00 – 14:05 Welcome
Nikolina GABELICA, Executive Chair, EL MaC Working Group
- 14:05 – 14:35 Gift Responsibly Campaign
Lynette GILBEAU, Research Coordinator, McGill University–International Centre for Youth Gambling Problems and High–Risk Behaviors & **Cait HUBLE**, Director of Communications, National Council on Problem Gambling (NCPG)
- 14:35 – 14:45 Q&A on Gift Responsibly Campaign – **How to get involved?**
- 14:45 – 15:05 SELAE, a story of shared values with culture
María NÚÑEZ, Journalist & Press Secretary, SELAE, Spain
- 15:05 – 15:25 “Art is Open”: A giving back community project
Laura FELIZIANI, Brand Content & Consumer Engagement, IGT Lottery S.r.l. and Dan Wheeldon, Partner EPIK
- 15:25 – 15:45 Responsible Gaming – The German perspective (tbc)
- 15:45 – 16:00 Closing Remarks, **Nikolina GABELICA**, Executive Chair, EL MaC Working Group & **Lucy LENAERS-MATHIESON**, EL Communications Officer