



**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 by the Moderator*  
**Arjan VAN 'T VEER**, EL Secretary General
- 14:05 – 14:20 *Setting the Scene & Interactive Poll*  
**Nikolina GABELICA**, Director of Business Development and Marketing, Hrvatska Lutrija, Croatia & Executive Chair of the EL MaC Working Group
- 14:20 – 14:45 *KEYNOTE: The Rise of NFTs in Marketing*  
**Ilija BRAJKOVIĆ**, 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 of Macedonia, Republic of North Macedonia
- 15:25 – 15:45 *The Rise of e-sports, Digital and Influencer Marketing*  
**Adrian KOLASINSKI**, Digital Marketing & Content Video Marketing Specialist, Totalizator Sportowy, Poland
- 15:45 – 16:00 *Q&A and Closing Remarks*  
**Arjan VAN 'T VEER**, EL Secretary General

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#### Day 2 – “Responsible Lottery Communications”

**27 October 2022** (Start at 14:00 CET)

- 14:00 – 14:05 *Welcome by the Moderator*  
**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, Canada & **Cait HUBLE**, Director of Communications, National Council on Problem Gambling (NCPG), USA
- 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, Italy & **Dan WHEELDON**, Partner, EPIK, Italy
- 15:25 – 15:45 *Change the Perception*  
**Sandra BARANÈS**, Head of Brand Communication, Française des Jeux, France
- 15:45 – 16:00 *Closing Remarks*  
**Nikolina GABELICA**, Executive Chair, EL MaC Working Group & **Lucy LENAERS-MATHIESON**, EL Communications Officer

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