

# EL CORPORATE UNIVERSITY INDUCTION



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

**14–18 NOVEMBER, 2022**

## PROGRAMME

### Monday, 14 November (start at 14.00 CET) – Day 1

14.00 – 14.30	<b>WELCOME &amp; BRIEF INTRODUCTION OF E-PARTICIPANTS</b>
14.30 – 14.50	HISTORY OF LOTTERIES
14.50 – 15.35	<b>SETTING THE SCENE – OVERVIEW OF STATE LOTTERY</b>
15.35 – 15.45	BREAK
15.45 – 17.00	<b>CSR, SUSTAINABILITY &amp; RESPONSIBLE GAMING</b>

**Arjan van 't Veer**

Arjan van 't Veer

**Ray Bates**

**Laura Da Silva Gomes &  
Romana Girandon**

### Tuesday, 15 November (start at 14.00 CET) – Day 2

14.00 – 14.45	<b>LOTTERY GAMES</b>
14.45 – 15.25	MULTI-JURISDICTIONAL GAMES
15.25 – 15.35	<b>BREAK</b>
15.35 – 16.25	Retail
16.25 – 17.00	<b>INSTANT GAMES &amp; INTRODUCTION OF GAME DESIGN EXERCISE</b>
17.00 – 17.15	BREAK
17.15 – 18.15	<b>PRE-ASSIGNED BREAKOUT GROUPS WORK ON GAME DESIGN</b>

**Ray Bates**

Jean-Luc Moner-Banet

Ronan Neary

**Ray Bates**

### Wednesday, 16 November (start at 11.30 CET) – Day 3

11.30 – 13.00	<b>WORK ON GAME DESIGN EXERCISE</b>
13.00 – 14.00	LUNCH BREAK
14.00 – 14.45	<b>COMPLETE THE GAME DESIGN EXERCISE &amp; PREPARE PRESENTATIONS</b>
14.45 – 15.40	TEAMS TO PRESENT SOLUTIONS, REVIEW & ASSESSMENT OF DESIGN
15.40 – 15.50	<b>BREAK</b>
15.50 – 17.00	NEW WAYS OF ENGAGING WITH CUSTOMER + CASE EXERCISES

Ray Bates

Aki Järvinen

### Thursday, 17 November (start at 14.00 CET) – Day 4

14.00 – 15.15	PR & STORYTELLING + CASE STUDIES
15.15 – 15.25	<b>BREAK</b>
15.25 – 16.05	MARKETING
16.05 – 16.40	<b>MARKET RESEARCH</b>
16.40 – 17.00	QUESTIONS & ANSWERS REVIEW

Jack Murray

Richard Bateson

**Ray Bates**

Ray Bates & Arjan van 't Veer

### Friday, 18 November (start at 14.00 CET) – Day 5

14.00 – 14.45	OMNI-CHANNEL
14.45 – 15.35	<b>SPORT BETTING</b>
15.35 – 15.45	BREAK
15.45 – 16.15	<b>LEGAL</b>
16.15 – 16.30	EL
16.30 – 16.50	<b>QUESTIONS &amp; ANSWERS REVIEW</b>
16.50 – 17.00	REVIEW & CLOSE

Roger Soleim

**Christian Kalb**

**Philippe Vlaemminck**

Lucy Lenaers-Mathieson

**Ray Bates & Arjan van 't Veer**

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](http://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](http://www.digitalRG.com) is the only cloud platform specifically developed to help the industry improve its impact on society & the environment.



**Romana Girandon** 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 & scratch cards 2007 – 2009 and was Camelot UK Lotteries Marketing Director from 2009 to 2012.



**Jean-Luc Moner-Banet** is CEO of Loterie Romande in Switzerland. After joining Loterie Romande in 1998, he was appointed Deputy Director General in 2001, rising to his present position in 2007. Prior to serving at Loterie Romande, he spent a decade working in various roles for gaming industry suppliers, including a stint at GTECH Corporation. Jean-Luc has served as President of the WLA from 2012 to 2018, is a member of the EL ExCo and chairs the WLA Betting Integrity on Sports & Horse Racing Committee and the EL-Sports WG.



**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** 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.

**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 Lenaers-Mathieson** is the Communications Officer at EL and coordinates the overall communication strategy of the Association. Prior to joining EL, Lucy worked for several European organisations and NGOs including The Health and Environment Alliance (HEAL) and Oxfam, working closely with the European Institutions on policy and communications.

