



Lotteries in turbulent times: Opportunities in time of crisis

PROGRAMME

Wednesday, February 8 | Arrival of the participants (transfers will not be organised)

18:00 – 20:00

EL/WLA Welcome Desk and Reception

Pullman Hotel St Pancras – (100–110 Euston Road, NW1 2AJ, London)



Thursday, February 9 | **SHAW THEATRE** (100–110 Euston Road, NW1 2AJ, London)



09:00 – 09:30

Doors Open & Welcome to the Seminar

Rebecca PAUL, WLA President

Hansjörg HÖLTKEMEIER, EL President

Luca ESPOSITO, WLA Executive Director & Moderator

Arjan VAN 'T VEER, EL Secretary General & Moderator

09:30 – 10:15

KEYNOTE

Rory SUTHERLAND

Advertising Executive, Vice Chairman of Ogilvy UK; Founder of Behavioural Science Practice within Ogilvy UK, Author.



10:15 – 10:45

Ignore the Noise: Creating a better Tomorrow
Marketing Trends & Best Practices

Hana BAROCHOVA, Int. Category Manager Lotteries, Allwyn, Czech Republic

Sara PAVIĆ, Head of the Marketing Activities Depart., Hrvatska Lutrija, Croatia



10:45 – 11:15

Coffee Break/Networking – Nobel Suite | ground floor

11:15 – 11:30

Global Consumer Trends in the European Lottery Sector EL Report 2021

Zsófia BÁNHEGYI, Marketing & Communication Director,

Szerencsejáték Zrt., Hungary



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11:30 – 12:20

CEO Panel Debate “Opportunities in Time of Crisis”

Bryndís HRAFNKELSDOTTIR, CEO, Hapdrætti Háskolá Íslands, Iceland

Cindy POLZIN, Director, Wisconsin Lottery, USA

Riina ROOSIPUU, CEO, Eesti Loto, Estonia

Anja BOHMS, Managing Director, Land Brandenburg Lotto GmbH, Germany

Moderated by **Arjan VAN 'T VEER** & **Luca ESPOSITO**

12:20 – 12:40

EL Level I Partner & WLA Platinum Contributor – Scientific Games

Liga MAGDALENOKA-KEEN, Director of International Insights, UK

12:40 – 12:55

Customer Centricity

Erwin VAN LAMBAART, CEO, Austrian Lotteries, Austria

12:55 – 13:00

Looking Forward: EL Advertising Awards 2023

Ray BATES, EL Honorary President, Ireland

13:00 – 14:15

Lunch & Networking – Nobel Suite | ground floor

14:15 – 14:30

Digital Opportunities/Omni-channel

Khalid NAILI, Special Advisor to the GM, MDJS, Morocco

14:30 – 14:45

Selim ERGÜN, General Manager, Sisal Sans, Turkey

14:45 – 15:00

Edilson CARROGI RIBEIRO VIANNA, Vice President, Caixa Econômica Federal, Brazil

15:00 – 15:20

EL Level I Partner & WLA Platinum Contributor – IGT

Karri PAAVILAINEN, Player, Marketing Services & **Srini NEDUNURI**, VP Global iLottery, USA

15:20 – 16:00

Coffee Break/Networking – Nobel Suite | ground floor

16:00 – 16:15

Zhang JIANHAU, Deputy Director of the Center, China Sports Lottery Administration Center, China

16:15 – 16:30

Seizing (Marketing) Opportunities in a Crisis: the Singapore Pools Way?

Tay BOON KHAI, Chief Risk & Compliance, Singapore Pools (Private) Limited

16:30 – 16:45

Marketing Meets Politics – Crisis as the new Norm.

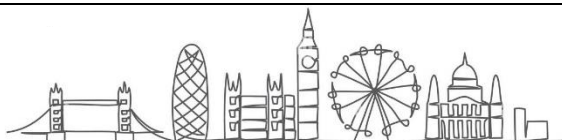
Nils PETERSEN, Permanent Representative to the EU, West Lotto, Germany

16:45 – 17:00

Conclusions of the Day

Arjan VAN 'T VEER, EL Secretary General

Luca ESPOSITO, WLA Executive Director



London by night! A free evening for participants to explore the city.



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Friday, February 10 | SHAW THEATRE (100-110 Euston Road, NW1 2AJ, London)



09:00 – 09:15 Doors Open & Welcome Day 2
Arjan VAN 'T VEER, EL Secretary General
Luca ESPOSITO, WLA Executive Director

09:15 – 09:45 **KEYNOTE**
 **Liz JACKSON**, Marketing Director for Leading Business Sale Advisor, BCMS

09:45 – 10:15 **CEO Panel Debate "Views from the U.S."**
David BARDEN, CEO, New Mexico Lottery & President, Multi-State Lottery Association, USA
Matt STRAWN, CEO, IOWA Lottery Authority, USA
Mark MICHALKO, Executive Director, North Carolina Education Lottery, USA
Moderated by **Rebecca PAUL**, WLA President

10:15 – 10:35 **WLA Platinum Contributor – Pollard Banknote Limited**
Julia CLOUTIER, Senior Director, Sales & Marketing, Canada

10:35 – 11:00 Coffee Break/Networking – Nobel Suite | ground floor

11:00 – 11:30 **KEYNOTE**
Jenk OZ, Founder & CEO of Thred Media



11:30 – 11:45 **EL Level II Partner – NeoGames**
Chris SHABAN, EVP Sales & Business Development, USA

11:45 – 12:00 **Michael KASTELIJNS**, Business Director, Nederlandse Loterij, The Netherlands

12:00 – 12:15 **Vincent PERROTIN**, CSR Director, La Française des Jeux, France

12:15 – 12:30 Interactive Closing Session (Q&A poll)

12:30 – 12:45 Review & Closing Remarks
Arjan VAN 'T VEER, EL Secretary General
Luca ESPOSITO, WLA Executive Director

12:45 – 14:30 Departure Lunch & Networking – Nobel Suite | ground floor

Participants will receive access to the presentations after the event.

January 19, 2023