



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 & Reception – GA Restaurant | ground floor**
Pullman Hotel St Pancras (100–110 Euston Road, NW1 2AJ, London)



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

08:15 – 09:00 Welcome Coffee Available | Nobel Suite | ground floor



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



THE EUROPEAN
LOTTERIES
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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
Turbulent Times? Trust the Players, they already Have the Answers!
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

Exceptional Growth in turbulent Times
Selim ERGÜN, CEO, Sisal Şans, Turkey

14:45 – 15:00

Loterias CAIXA: Growing in Transforming Times
Edilson CARROGI, 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

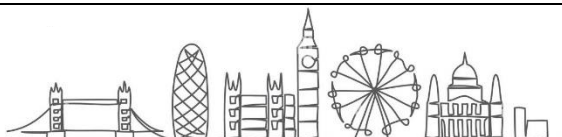
Seizing (Marketing) Opportunities in a Crisis: the Singapore Pools Way?
Tay BOON KHAI, Chief Risk & Compliance, Singapore Pools (Private) Ltd.

16:30 – 16:45

Marketing Meets Politics – Crisis as the new Norm
Nils PETERSEN, Permanent Representative to the EU, Westlotto, 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.*



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

08:15 – 09:00 Welcome Coffee Available | Nobel Suite | ground floor



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 Authority & 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

A Shift in Perspective: The Driving Force for Innovative New Products

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

Building Strong digital Bridges to the Future; Sharing some Lessons Learned

Chris SHABAN, EVP, Global Business & Customer Development, USA

11:45 – 12:00

Adding Value to Drive profitable Growth

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.