

Retail Seminar

7-9 March, 2023

Basel | Switzerland



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Hosted by

SWISSLOS

BROCHURE

Making an Impact in Retail

Retail has changed over the years and can have an impact on how lottery games and services are, and will be offered in the future.

Lotteries should be ready to identify and adapt to changes in the retail world across various sectors in order to be able to keep up with trends and innovations, and attract new and existing customers to the retail market

The EL Retail Seminar in Basel from 7-9 March 2023 will explore retail from the world of food to innovation and from sport betting to responsibility.

Speakers from inside and outside the lottery sector will help participants navigate through retail trends and developments. They will touch upon important topics such as customer service, business retail journeys, the future of shopping as well as lessons learnt.

There will also be the opportunity to discuss retail specifically in a lottery context with fellow lottery colleagues.

WHO SHOULD ATTEND?

The seminar will be of interest to retail experts, account managers, marketing experts, service managers, auditors, financial and business analysts and all other interested lottery professionals.

WHEN?

The seminar will start with a welcome dinner on the evening of Tuesday, March 7 and end on Thursday, March 9 with a farewell lunch.

WHERE? (Venue & Accommodation)

PULLMAN BASEL EUROPE HOTEL

Clarastrasse 43
4005 Basel | Switzerland
[website](#)

(Airport) transfers not organised.

LANGUAGE

The seminar will be held exclusively in English.

COSTS 2 NIGHTS | 7 - 9 MARCH, 2023

EL Lottery & Associate Members 1950.- EUR ex. VAT

The fee includes 2 nights' hotel accommodation (7-9 March 2023), meals during the seminar, meeting room, technical assistance and working material. Extras and additional nights' expenses must be settled by the participants prior to check-out.

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than 15 February by **registering online** through the EL website.

A written confirmation will be sent to you upon receipt of your registration, together with the corresponding invoice.

The programme will be available on our [website](#).