

Retail Seminar

7-9 March, 2023
Basel | Switzerland

MAKING AN IMPACT



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Hosted by

SWISSLOS

PROGRAMME

Accommodation & Venue

[Pullman Basel Europe Hotel](#)
Clarastrasse 43 – Basel | Switzerland



Tuesday, 7 March – Arrival of the participants (transfers will not be organised)

19:00 – 19:30	Welcome Desk at the seminar hotel – foyer 1 st floor
19:30 – 22:00	Dinner at the seminar hotel – Galerie 1&2 1 st floor

Wednesday, 8 March | Meeting room: Galerie 1&2 – 1st floor

09:30 – 09:45	<i>Welcome & Opening Words</i> <ul style="list-style-type: none">• Dr Roger FASNACHT, CEO, Swisslos, Switzerland• Arjan VAN 'T VEER, EL Secretary General & Moderator
09:45 – 10:30	<i>Keynote – The Future of Shopping</i> Jorg SNOECK , Founder, RetailDetail, Belgium
10:30 – 11:00	COFFEE BREAK & NETWORKING (foyer)
11:00 – 11:30	<i>Lottery Shops Belgium – Chain of Lottery Owned & Operated Stores</i> Pieter DE TANT , Head of Lottery Shops, Loterie Nationale, Belgium
11:30 – 12:00	<i>Diversification of Point of Sales Activities : the Experience of FDJ</i> Sabine TUFFAL , Head of Payment Services, Française des Jeux, France
12:00 – 12:30	<i>Retail Development at PLI Ireland</i> Ronan NEARY , National Account Director, Premier Lotteries Ireland
12:30 – 14:00	LUNCH & NETWORKING (foyer)
14:00 – 14:45	EL Level I Partner – Scientific Games KYR – Know Your Retailer <ul style="list-style-type: none">• Liga MAGDALENOKA-KEEN, Director of International Insights, UK• Harpreet GARCHA, Senior Business Development Manager, UK• Mattias BLOMQUIST, Director, Sales & Marketing, Sweden



14:45 – 15:30 **EL Level I Partner – IGT | Innovation in a Post Covid World**
Sharon DUNCALF, VP Global Market Insights, UK

15:30 – 15:45 COFFEE BREAK & NETWORKING (foyer)

15:45 – 16:15 *Retail Trends from EL Reports 2021 & SAZKA's Retail Innovations*
Václav ŠTĚPÁN, International Relations, SAZKA, a.s., Czech Republic &
Executive Chair of EL Data & Research Working Group

16:15 – 16:45 *Leveraging Digital Innovation to Accelerate Lottery Sales at Retail*
David ROY, VP International Business Development, Carmanah Signs, UK

16:45 – 17:00 *Closing Remarks*
Arjan VAN 'T VEER, EL Secretary General & Moderator

18:30 Departure from the hotel lobby (15 minutes' walk)

18:45 – 22:30 Aperó & Dinner at Restaurant *Safran Zunft* (Gerbergasse 11, Basel)

22:30 Return to the hotel by foot

Evening hosted by
SWISSLOS



Thursday, 9 March | Meeting room: Galerie 1&2 – 1st floor

09:30 – 09:40 *Opening Remarks*
Arjan VAN 'T VEER, EL Secretary General & Moderator

09:40 – 10:25 *Keynote – Inside the Mind of a Retailer – Insights from my Retail Journey!*
Gillian MAXWELL, Entrepreneur & Retail Consultant, Ireland

10:25 – 11:00 COFFEE BREAK & NETWORKING (foyer)

11:00 – 11:30 *Retail Opportunities for Lottery*
Edwin VAN ZON, Sales Director, Abacus, UK

11:30 – 12:00 *Offering Retail Customers Social & Digital Experiences*
Ilias KATSAROS, Chief Retail Officer, OPAP S.A., Greece

12:00 – 12:30 *Retail & Responsible Gaming – An European Overview of Best Practices*
Mélissa JACQUÉRIOZ, EL Senior CSR, Data & Membership Officer

12:30 – 12:45 *Closing Remarks*
Arjan VAN 'T VEER, EL Secretary General & Moderator

12:45 – 14:00 DEPARTURE LUNCH & NETWORKING (foyer)

Before checking out, all participants are kindly requested to pay their personal extras such as minibar, phone, as well as extra nights, etc. Please leave any luggage with the hotel concierge until your departure.

Participants will receive access to the presentations after the event.