



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**
Psychological Moonshots
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
FOR THE BENEFIT OF SOCIETY



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

Digital Marketing – The Challenge of Effectively Acquiring & Leveraging Player Data
Karri PAAVILAINEN, Sr. Dir, Lottery Marketing Services, USA &
Srini NEDUNURI, SVP Global iLottery, UK

15:20 – 16:00

Coffee Break/Networking – Nobel Suite | ground floor

16:00 – 16:15

Connecting Sports with Customers in a Rational Way with Social Media

Yang YANG, Head of Public Relation Department, 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.



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



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**
Adapt and Thrive
 **Liz JACKSON MBE**, Marketing Director and Co-owner at leading Corporate Finance Advisor, BCMS, UK

09:45 – 10:15 **CEO Panel Debate 'Views from the U.S.'**
Sarah TAYLOR, Executive Director, Hoosier Lottery, USA
David BARDEN, CEO, New Mexico Lottery Authority & President, Multi-State Lottery Association, 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**
Gen Z – Transformational Forces & Brand Strategies
Jenk OZ, Founder & CEO of Thred Media, UK



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 **Tackling the Environmental Challenge: the FDJ Example**
Vincent PERROTIN, CSR Director, 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.