VIRTUAL

EL CORPORATE UNIVERSITY INDUCTION

THE EUROPEAN LOTTERIES
FOR THE BENEFIT OF SOCIETY

20–24 NOVEMBER, 2023
BROCHURE

The EL Corporate University (ELCU) is continuing with the **sixth** virtual version of the ELCU – INDUCTION module, now called ELVCU – INDUCTION.

For new entrants and "cadets" with up to three years' lottery experience.

Content designed to respond to the needs of new entrants and recently recruited lottery professionals from support level up to Senior Management level across all units/teams of a modern lottery company.

THE CONTENT

Over five afternoons and one morning (14.00 – 17.00 (Tuesday until 18.15) and Wednesday from 11.30 – 13.00 CET), participants will be exposed to the full range and extent of lottery organisation, games, activities, channels and development, together with an extensive overview of all aspects of the regulatory and competitive environment of the total gaming market in which lotteries compete and operate in Europe.
All of this within the context of the strategy of EL and the model it stands for.

PARTICIPANTS WILL RECEIVE A COMPLETE UNDERSTANDING OF…

- What lotteries are; what they do, and why they exist
- How a lottery should be organised so that it will best respond to the needs of customers, agents, suppliers, general public, media and Regulator.
- What makes a great lottery game, and why some lottery games work and other games don't
- How can the future of sports betting and revenues be guaranteed
- Why is responsible gaming and the wider scope of CSR important for Lotteries
- Retailing
- Digital marketing and connecting with the player
- Player profiles
- Draws and leveraging the power of television
- Advertising and Marketing… how to break through the noise
- Understanding the Legal and integrity world of Gaming
- PR, Communication, Social Media and Storytelling

In addition to formal presentations there will be break–out case studies with plenty of interaction as well as design exercises with all participants presenting solutions.

WHO SHOULD ATTEND?
Recently recruited lottery entrants across all disciplines and functions. The content would also be very useful and attractive to staff of EL partners/suppliers as well as national Gaming Regulatory staff. While the main target of the ELCU – Induction is new entrants with up to three years' experience, participants with more lottery experience would find the content interesting, both in its extent and breath, as well as from an international benchmarking perspective. All presentations and exercises/case studies will be in **English**.

WHEN?
The event will be held on each of the five afternoons **20–24 November 2023** from 14.00 to 17.00 CET (Tuesday until 18.15) and Wednesday morning 22 November from 11.30 to 13.00 CET. **Participation in all sessions is required**.

HOW?
The ELVCU – Induction module will be delivered via the platform Zoom.

TECHNICAL REQUIREMENTS
All applicants must have specific hardware/software/ telecommunications facilities that will be verified following application, and after acceptance for participation in the ELVCU–Induction module.

PRESENTATION TEAM
Ray Bates, EL Honorary President and past Director of the Irish National Lottery, will lead a team of eleven very experienced speakers and experts, all of whom work or have worked as senior lottery officials or as advisors to lottery management addressing strategic and tactical gaming issues.

IMPORTANT LIMIT
Because of the nature of the teaching/learning dynamic, including team presentation of results of case/design exercises, the total number of participants for the event may be limited. EL reserves the right to limit the total number of participants from any one lottery, or supplier/partner.

COSTING
EL Lottery Members	800.– EUR ex. VAT
EL Associate Members	1150.– EUR ex. VAT

REGISTRATION
Please confirm your attendance no later than **3 November** by registering at **this link**. After acceptance of your registration, a confirmation will be sent to you together with the corresponding invoice.