

EL CORPORATE UNIVERSITY INDUCTION



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

20–24 NOVEMBER, 2023

PROGRAMME

Monday, 20 November (start at 14.00 CET) – Day 1

14.00 – 14.30	WELCOME & BRIEF INTRODUCTION OF E-PARTICIPANTS
14.30 – 14.50	HISTORY OF LOTTERIES
14.50 – 15.35	SETTING THE SCENE – OVERVIEW OF STATE LOTTERY
15.35 – 15.45	BREAK
15.45 – 17.00	CSR, SUSTAINABILITY & RESPONSIBLE GAMING

Arjan van 't Veer
Arjan van 't Veer
Ray Bates

**Laura Da Silva Gomes &
Romana Girandon**

Tuesday, 21 November (start at 14.00 CET) – Day 2

14.00 – 14.45	LOTTERY GAMES
14.45 – 15.25	MULTI-JURISDICTIONAL GAMES
15.25 – 15.35	BREAK
15.35 – 16.40	PR & STORYTELLING + CASE STUDIES
16.40 – 17.25	INSTANT GAMES & INTRODUCTION OF GAME DESIGN EXERCISE
17.25 – 18.30	PRE-ASSIGNED BREAKOUT GROUPS WORK ON GAME DESIGN

Ray Bates
Jean-Luc Moner-Banet

Jack Murray
Ray Bates

Wednesday, 22 November (start at 11.30 CET) – Day 3

11.30 – 13.00	WORK ON GAME DESIGN EXERCISE
13.00 – 14.00	LUNCH BREAK
14.00 – 14.45	COMPLETE THE GAME DESIGN EXERCISE & PREPARE PRESENTATIONS
14.45 – 15.40	TEAMS TO PRESENT SOLUTIONS, REVIEW & ASSESSMENT OF DESIGN
15.40 – 15.50	BREAK
15.50 – 17.00	NEW WAYS OF ENGAGING WITH CUSTOMER + CASE EXERCISES

Ray Bates

Aki Järvinen

Thursday, 23 November (start at 14.00 CET) – Day 4

14.00 – 14.50	RETAIL
14.50 – 15.40	MARKETING
15.40 – 15.55	BREAK
15.55 – 16.30	MARKET RESEARCH
16.30 – 17.00	QUESTIONS & ANSWERS REVIEW

Ronan Neary
Richard Bateson

Ray Bates
Ray Bates & Arjan van 't Veer

Friday, 24 November (start at 14.00 CET) – Day 5

14.00 – 14.45	OMNI-CHANNEL
14.45 – 15.35	SPORT BETTING
15.35 – 15.45	BREAK
15.45 – 16.15	LEGAL
16.15 – 16.30	EL
16.30 – 16.50	QUESTIONS & ANSWERS REVIEW
16.50 – 17.00	REVIEW & CLOSE

Roger Soleim
Christian Kalb

Philippe Vlaemminck
Arjan van 't Veer
Ray Bates & Arjan van 't Veer
Ray Bates & Arjan van 't Veer

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TEAM

(click on the picture of the speaker for their LinkedIn profile)

Ray Bates is the Honorary President of EL. He served as Director of the Irish National Lottery from 1988 to 2006. He was EL President for 6 years and served on the Board of the WLA for 4 years.



Arjan van't Veer is EL Secretary General since 2017. He started his career in the world of lotteries at the Nederlandse Staatsloterij in 1998. He served as the Director of Corporate Affairs at Nederlandse Loterij where his responsibilities included notably all corporate communications, legal affairs, sponsorships and responsible gaming. Following his law studies, he obtained a doctoral degree on gambling regulation from the Erasmus University Rotterdam.



Laura Da Silva Gomes is the Founder Director of www.digitalRG.com. She works specifically on sustainability, responsible gaming and innovation with lotteries from all over the world as well as other industries interested in Doing Well By Doing Good. www.digitalRG.com is the only cloud platform specifically developed to help the industry improve its impact on society & the environment.



Romana Girandon is the President & CEO of the Slovenian state lottery since 2013. Since June 2023, she is the EL President. She used to be the Supervisory Chair of the EL CSR/RG Working Group. Holding a degree in Organizational Sciences & HR, Romana is a certified Supervisory Board Member by the Slovenian Directors' Association and holds an executive certificate in Circular Economy and Sustainability from the University of Cambridge.



Richard Bateson is currently the Chief Commercial Officer, Intralot USA. He is also Executive Director of Hector Consulting Limited. His past positions include Chief Commercial Officer with Jumbo Interactive and Commercial Director at Camelot UK. Since 2001 Richard has served in a number of capacities within the Camelot Group. He was Controller of Game Development & scratch cards 2007 – 2009 and was Camelot UK Lotteries Marketing Director from 2009 to 2012.



Jean-Luc Moner-Banet is CEO of Loterie Romande in Switzerland. After joining Loterie Romande in 1998, he was appointed Deputy Director General in 2001, rising to his present position in 2007. Prior to serving at Loterie Romande, he spent a decade working in various roles for gaming industry suppliers, including a stint at GTECH Corporation. Jean-Luc has served as President of the WLA from 2012 to 2018, is a member of the EL ExCo and chairs the WLA Betting Integrity on Sports & Horse Racing Committee and the EL-Sports WG.



Aki Järvinen, Ph.D, is a researcher, designer, and technologist with 20 years of experience with interactive media. He works at Digital Catapult in London helping UK companies adopt immersive technologies into their business. In the past he worked with Veikkaus, the Finnish National Lottery, in product development roles and between 2011 and 2017 coached 'the Young Lions' as part of the EL Congress programme.



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Jack Murray is an entrepreneur, story consultant, speaker, and author. He is the CEO and founder of MediaHQ, a media contacts database and press release distribution tool, and of the storytelling agency All Good Tales.



His first Book – "The Magic Slice – How to Master the Art of Storytelling for Business" is available now on Amazon. At MediaHQ, he leads a team that builds a technology platform that helps the world's top PR and communications teams connect their stories with their audiences. At All Good Tales, he helps companies define their storytelling strategies, train staff in storytelling, and share stories with their audiences.

Ronan Neary is the National Account Director, Premier Lotteries Ireland. Ronan has been with the National Lottery for over 7 years holding senior roles in Retail. Prior to joining the Lottery, he worked in a variety of commercial roles within the Fast Moving Consumer Goods (FMCG) industry with companies such as Valeo Foods Ireland and Coca-Cola Hellenic Bottling Company.



Roger Soleim is interim EVP for Customer and Market in Norsk Tipping. He has been at the company for 14 years, during which time he also served as Head of Omnichannel distribution, Sales Manager, and as Team Leader for "Nabolaget" the Neighbourhood Game. He is a board member of Executive committee in the VikingLotto alliance and board member in LEIA, a joint Venture between Norsk Tipping, Svenska Spel, Danske Spil, FDJ and Veikkaus.



Christian Kalb is an expert of the sports betting industry and the governance of sports organisations. Creator and Director of CK Consulting, company specialised on strategy with regards to sport and gaming, he has been working for various governments in Europe, Asia and Africa on regulatory issues, as well as for European institutions and EL/WLA members.



Philippe Vlaeminck has more than 35 years' experience as a specialist in EU law, lottery & gambling legislation. He is widely regarded as a leading player in the current debate on state lotteries and gambling in the EEA & WTO, and has been involved as a Member State representative in every gambling case brought before the CJEU and the EFTA court (more than 70 cases). He also acts as a legal advisor to various states, (state owned) operators and associations (EL & ALA) in lottery & gambling regulatory and legal affairs.

