

EL CORPORATE UNIVERSITY EXECUTIVE



THE EUROPEAN
LOTTERIES

FOR THE BENEFIT OF SOCIETY

23–25 APRIL, 2024
Lausanne, Switzerland

BROCHURE

EL is pleased to bring you another edition of the second Module of the programme, **ELCU – EXECUTIVE** which will be held and hosted by EL in Lausanne, Switzerland on **23 – 25 April 2024**.

The **ELCU – EXECUTIVE** will be held over 1½ days and is designed for professional staff from regular EL Members and associate Members who have sufficient experience to actively and usefully participate in, and contribute to, round-table discussions on case studies exploring and analysing critical Lottery topics.

The event will commence with some formal presentations and interviews with lottery experts on selected current lottery topics. These will be followed by one full day of case studies covering all of the principal areas and activities of a modern lottery, including topics such as relationship between Lottery and Regulator; development of corporate risk register; Privatisation or Commercialisation of lotteries; Market Research and data Analytics; Game Design and add-on Draw Games; Retail outlet selection, commission and incentive schemes; Electronic versus physical draws;

PR/ Communication and social media; management of the “public face” of the lottery and similar relevant and current topics.

Each case Study will be allocated 30 minutes, half of which will be spent by the participants in group discussions in teams and half in full plenary session led by the Moderator. Participants will be allocated to teams ensuring a good mix of experience and skills. These teams will be regularly reconstituted and reformed during the day, mixing people and skills to keep the discussions fresh and dynamic and to give participants the maximum opportunity to make new contacts and to network.

Participants should have five years or more experience which should include at least two years’ experience in a middle management (executive) role within their lotteries.

Numbers may be limited to facilitate efficient and effective group work and debate.

WHO SHOULD ATTEND?

Participants should be lottery professionals across all disciplines and functions with five years or more experience including at least two years’ experience in a middle management (executive) role within their lotteries.

The content would also be very useful and attractive to staff of EL partners/suppliers as well as national Gaming Regulatory staff.

All presentations and exercises/case studies will be in English and participants should have a good working knowledge of **English** to benefit fully from the programme.

WHEN?

The event will start on Tuesday, April 23, 2024 with a welcome dinner at 20:00 and end on Thursday, April, 25 at around 13:00 with lunch.

WHERE?

LOTERIE ROMANDE

Meeting room Swiss Loto / PMU – 1st floor
Avenue de Provence 14
1002 Lausanne, Switzerland



Airport / hotel / venue transfers are NOT organized.

PRESENTATION TEAM

Ray Bates, EL Honorary President and past Director of the Irish National Lottery, will moderate the event which will include presentations from Lottery and subject matter experts as well as a full day of guided Lottery-based case studies.

IMPORTANT LIMIT

Because of the nature of the teaching/learning dynamic, including team presentation of results 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	1'550.- EUR ex. VAT
EL Associate Members	1'850.- EUR ex. VAT

Hotel accommodation NOT included.

You may book your room at any hotel of your choice.
Suggested hotels: **Hôtel de la Paix & Alpha Palmiers**

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **March 29, 2024** by registering on [the website](#).

The programme will be available on [our website](#). A written confirmation together with the corresponding invoice will be sent to you upon receipt of your registration.