



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY



Hosted by

## EL Communications Workshop

Connecting with Gen-Z: Brand Storytelling for the Next Generation

September 4-6, 2024 | Reykjavík, Iceland

**PRELIMINARY  
PROGRAMME**

**Wednesday, September 4** Arrival of participants (transfers will not be organised)

**VENUE :** Hótel Reykjavík Grand

18:00 – 19:00	Welcome Desk – Hotel Lobby
19:00 – 22:00	Dinner

**Thursday, September 5**

09:00 – 09:15	<i>Welcome &amp; Opening of the Workshop</i> <b>Stefan KONRADSSON</b> , CEO, Íslensk Getspá <b>Arjan VAN 'T VEER</b> , EL Secretary General
09:15 – 09:45	<b>KEYNOTE: From Gen Z. to Gen Z.: The Pace of Progress</b> <b>Sammi HUANG</b> , Global Account Manager, Dentsu
09:45 – 10:00	<i>Bringing tradition into the future</i> <b>María NÚÑEZ</b> , Head of Communications, SELAE
10:00 – 10:15	<i>Product communication and sustainability – A new approach to engage customers</i> <b>Laura FELIZIANI</b> , Brand Content & Consumer Engagement, IGT Lottery
10:15 – 10:30	<i>Brand Storytelling best practice</i> <b>Kamelija LEVENSKA</b> , Director of Communications Strategy & Marketing, National Lottery of Macedonia, Republic of North Macedonia
10:30 – 10:45	Learnings and conclusions from the morning

**10:45 – 11:15** **COFFEE BREAK**

11:15 – 13:00	<b>INTERACTIVE WORKSHOP [Part 1]</b> <b>Connecting with Gen-Z: Branding Storytelling for the Next Generation</b> <b>Led by FAIRY TAILORS, Creative and Social Media Agency</b>
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The workshop focuses on collaborative exercises such as designing scratch cards, PR campaigns, instruction manuals and social media posts as well a guided training on how to incorporate these into brand campaigns and narratives. By combining insights into Gen Z behaviour and trends, with a hands on training, participants gain practical skills to enhance brand storytelling for the next generation.

**13:00 – 14:15 LUNCH BREAK & NETWORKING**

14:15 – 17:00 **INTERACTIVE WORKSHOP [Part 2]**

17:00 – 17:15 Wrap up and conclusions from Day 1

19:00 – 22:30 Evening hosted by Íslensk Getspá



**Friday, September 6**

09:00 – 09:15 Doors Open & Welcome to Day 2

**Hana BAROCHOVA**, Allwyn, Czech Republic & Executive Chair of the EL Marketing & Communications working group

**Lucy LENAERS-MATHIESON**, EL Communications Officer

09:15 – 09:30 *Can a re-launch of a Lottery Game attract Gen Zers?*

**Aliki KOTZAMANI**, Media Communications Director, OPAP

09:30 – 09:45 *Brand Storytelling best practice*

**Laurence AUCHÈRE**, Head of Brand Strategy / Corporate Communication and CSR, La Française des Jeux (FDJ)

09:45 – 12:00 **INTERACTIVE WORKSHOP [Part 3]**

12:00 – 12:45 **Open discussion on Gen-Z and the use of AI.**

The final part of the Workshop will focus on opportunities and challenges of how digital advances are shaping the way businesses connect with their audiences and how they tell their story. Topics to be discussed include legal and ethical aspects of AI in marketing.

12:45 – 13:00 Wrap up and conclusions from Day 2

**13:00 – 14:15 DEPARTURE LUNCH**

**DEPARTURE OF THE PARTICIPANTS**

Please leave any luggage with the hotel concierge until your departure. Participants will receive access to the presentations after the event.

July 2, 2024