



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

EL Communications Workshop

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

September 4–6, 2024 | Reykjavík, Iceland

Hosted by



PROGRAMME

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

VENUE : **Hótel Reykjavík Grand** – Sigtún 28, 105 Reykjavík | [website](#)

18:00 – 19:00	Welcome Desk – Hotel Lobby ground floor
19:00 – 22:00	Dinner – Setrið ground floor

Thursday, September 5 | meeting room: Háteigur | 4th floor

09:00 – 09:15	<i>Welcome & Opening of the Workshop</i> Stefan KONRADSSON , CEO, Íslensk Getspá, Iceland Arjan VAN 'T VEER , EL Secretary General Lucy LENAERS-MATHIESON , EL Communications Officer & co-moderator
09:15 – 09:45	KEYNOTE: <i>Reaching Gen Z</i> Sammi HUANG , Global Account Manager, Dentsu
09:45 – 10:00	<i>Bringing Tradition into the Future</i> María NÚÑEZ , Head of Communications, SELAE, Spain
10:00 – 10:15	<i>Product Communication and Sustainability – A New Approach to Engage Customers</i> Laura FELIZIANI , Brand Content & Consumer Engagement, IGT Lottery, Italy
10:15 – 10:30	<i>Brand Storytelling Best Practice</i> Kamelija LEVENSKA , Director of Communications Strategy & Marketing, National Lottery, Republic of North Macedonia
10:30 – 10:45	Learnings and Conclusions from the Morning

10:45 – 11:15 **COFFEE BREAK | foyer**

11:15 – 13:00	INTERACTIVE WORKSHOP facilitated by James CUNNINGHAM , Product and Portfolio Specialist, Allwyn (Czech Republic) [Part 1: Introduction & Text to Text Platforms How to brainstorm using AI] – Are you ready to harness the power of Generative AI in your day-to-day work? Led by FAIRY TAILORS, Creative and Social Media Agency
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The dedicated workshop offers a unique opportunity to dive deeper into the world of Generative AI. Through hands-on interactive sessions, participants will learn how to use cutting-edge AI tools and techniques to enhance content creation skills and have a better understanding of what these can do for them when used by experts. The workshop is designed to ensure participants gain valuable, real life experiences with insights from a team of professionals.

13:00 – 14:15 LUNCH – Setrið | ground floor

14:15 – 15:30 INTERACTIVE WORKSHOP [Part 2: Text to Image & Video Platforms]

In this second part of the workshop, the focus will be on text-to-image-to video platforms that enable the creation of visual content from textual input based on part 1.

15:30 – 15:45 COFFEE BREAK | foyer

15:45 – 17:00 INTERACTIVE WORKSHOP [Part 2: Text to Image & Video – Hands On]

Participants will work individually (with support of Fairy Tailors on two task: Creating a Scratch Card & Character for it and a campaign. Each participant will prepare an engaging tutorial using a generated avatar video to explain how to play a lotto game. There will be a focus on combining all types of AI platforms together.

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

Evening hosted by



18:00 Departure from the hotel lobby by bus

18:30 **Fly Over Iceland** (*Fiskislóð 43, 101 Reykjavík*)

20:00 Dinner at restaurant **Sjálанд** (*Ránargrund 4, 210 Garðabær*)



~22:30 Return to the hotel by bus

Friday, September 6 | meeting room: Háteigur | 4th floor

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

Hana BAROCHOVA, Allwyn, Czech Republic & Executive Chair of the EL Marketing & Communications Working Group, & co-moderator

09:15 – 09:30 *Can a Re-Launch of a Lottery Game Attract Gen Zers?*

Aliki KOTZAMANI, Media Communications Director, OPAP S.A., Greece

09:30 – 09:45 *How to Make FDJ a Brand for the Youth Culture?*

Laurence AUCHÈRE, Head of Brand Strategy / Corporate Communication and CSR, La Française des Jeux, France

09:45 – 11:15 INTERACTIVE WORKSHOP [Part 3: Marketing Campaign with AI]

Participants will apply their gathered knowledge of AI platforms in an open session. The task is to prepare a sales pitch, press release or social media communication on preferred channels. This session will allow participants to creatively utilise and try the work of AI tools for effective communications in various formats.

11:15 – 11:30

COFFEE BREAK | foyer

11:30 – 12:00

INTERACTIVE WORKSHOP [Part 3 continued: Outcomes & Discussions]

The workshop will conclude with a 30-minute discussion on the created outputs, tips and tricks on how to work in daily marketing tasks.

12:00 – 12:45

Open Discussion on Gen-Z and the Use of AI.

Moderated by **Hana BAROCHOVA**, Allwyn, Czech Republic & Executive Chair of the EL Marketing & Communications Working Group

The closing session 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 – Setrið | ground floor

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

August 27, 2024