



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Hosted by



EL Innovation Seminar 9-11 October 2024

PROGRAMME

Venue: **HOTEL NHOW ROTTERDAM**
Wilhelminakade 137,
Rotterdam, NL



[nhow Rotterdam Hotel](https://www.nhow-hotels.com) | [art and architecture hotel \(nhow-hotels.com\)](https://www.artandarchitecturehotel.com)

WEDNESDAY, OCTOBER 9 Arrival of the participants (transfers will not be organized)

18.00 – 19.00	Welcome Desk – Hotel Lobby ground floor
19.00 – 22.00	Welcome Dinner at Foodhallen (across the NHOW hotel in an old tea warehouse)

THURSDAY, OCTOBER 10 | Meeting room: nhow 6 + 7

09.30 – 09.45	<i>Welcome & Opening of the Seminar</i> Arjan BLOK , CEO, Nederlandse Loterij Rosangela ROBBIANI , Product Managing Director, SISAL & Supervisory Chair EL Innovation Working Group Arjan VAN 'T VEER , EL Secretary General
09.45 – 10.30	KEYNOTE Elin HAUGE , Futurist, Artificial Intelligence Expert, and Business Strategist, Norway

10.30 – 11.00 COFFEE BREAK



Young & unserved audiences. How to create more engaging experiences with lottery products

11:00 – 11:45	Are you ready for genZ? (learn all the ins and outs to connect better with the next generation of clients) Joeri VAN DEN BERGH , Future Consumer Expert, Belgium
11:45 – 12:00	Attracting Gen Z with new products and unmissable communication Melissa FASTENAEKELS , Business & Brand Management, Nationale Loterij, Belgium
12:00 – 12:15	Innovation Bootcamp: reinventing Lotteries for a younger Generation Dr. Dominik FISHER , Head of Strategy-to-Market, Unity AG Jennifer WALTERS , Product Manager, Westlotto, Germany
12:15 – 12:30	How we work to get our non-digitals into the digital ecosystem Martine Kristine HAFSAHL KARSET , Business Developer, Norsk Tipping, Norway

12.30 – 13.30 LUNCH BREAK

How lotteries adopting new technologies for innovation

13.30 – 14.00	André BOURLAT , Head of Data Factory & Innovation, ClubMed, France
14.00 – 14.30	Beyond the Hype: Practical AI Applications in Lottery Operations Abhishek KUMBHAT , CEO of SapidBlue Technologies, USA
14.30 – 15.00	Enhancing experiences through immersive technologies Katia COLUCCI , Head of Innovation Lab, Sisal, Italy

15.00 – 15.30 COFFEE BREAK

Innovation Award Pitches

15.30 – 16.45	Innovation Award. Introduction Award and elevator pitches
16.45 – 16.55	Innovation Award results (first, second and third prize)
16.55 – 17.00	Recap of the Day and Learnings

Evening hosted by



18.00	Departure from the hotel lobby
18.30	Drinks & Dinner at EUROMAST (Parkhaven 20, Rotterdam)
23.00	Return to the hotel





FRIDAY, OCTOBER 11 | Meeting room: nhow 6 + 7

Start-ups

09.00 – 09.05 *Welcome & Opening Day 2*
Arjan VAN 'T VEER, EL Secretary General

09.05 – 09.30 **The world of start ups**
Sanne KANIS, Advisor on strategy and marketing for start-ups and scale-ups, The Netherlands

Start ups Investing and sourcing start ups within lotteries

09.30 – 11.00 **Pierre BROSEAU**, Head of FDJ Ventures, Française de Jeux, France
Fabio VENTORUZZO, Corporate Communications & Sustainability Director, Sisal, Italy
Collin MOUS, Head of Strategy, Nederlandse Loterij, The Netherlands
Bartłomiej BIL, Innovation Manager, Totalizator Sportowy, Poland

Case studies followed by an interactive discussion with all participants, moderated by Sanne Kanis

11.00 – 11.30 COFFEE BREAK & NETWORKING

Start ups Experiments and collaborations

11.30 – 13.00 **Nicolò SANTIN**, CEO & Co-founder Gamindo – Branded video games, Italy
Florentin MASCARELL, LEIA, Start-up from within the lottery world, Norway
Guy VAN IPEREN, Lotify – online platform for lotteries, competitions and donations, The Netherlands
Johanna Kozul, Head of Marcom and Brand, Fennica Gaming, Finland
Paweł OSTERREICHER, CEO & Co-founder, Respo Vision, Poland

13.00 – 13.10 Seminar Conclusions **Arjan VAN 'T VEER**, EL Secretary General

13.10 – 14:15 DEPARTURE LUNCH

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