



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.nhow-hotels.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 5

09.15 – 09.30	<i>Welcome &amp; Opening of the Seminar</i> <b>Arjan BLOK</b> , CEO, Nederlandse Loterij <b>Rosangela ROBBIANI</b> , Product Managing Director, SISAL & Supervisory Chair EL Innovation Working Group <b>Arjan VAN 'T VEER</b> , EL Secretary General
09.30 – 10.15	<b>KEYNOTE</b> <b>Elin HAUGE</b> , Futurist, Artificial Intelligence Expert, and Business Strategist, Norway

#### 10.15 – 10.45 COFFEE BREAK

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

10:45 – 11:30	<b>Are you ready for genZ? (learn all the ins and outs to connect better with the next generation of clients)</b> <b>Joeri VAN DEN BERGH</b> , Future Consumer Expert, Belgium
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11:30 – 11:45	<b>Attracting Gen Z with new products and unmissable communication</b> <b>Melissa FASTENAEKELS</b> , Business & Brand Management, Nationale Loterij, Belgium
11:45 – 12:00	<b>Innovation Bootcamp: reinventing Lotteries for a younger Generation</b> <b>Dr. Dominik FISCHER</b> , Head of Strategy & Innovation, UNITY AG <b>Jennifer WALTERS</b> , Product Manager, Westlotto, Germany
12:00 – 12:15	<b>How we work to get our non-digitals into the digital ecosystem</b> <b>Marthe Kristine HAFSAHL KARSET</b> , Business Developer, Norsk Tipping, Norway

### 12.15 – 13.15 LUNCH BREAK

How lotteries adopting new technologies for innovation

13.15 – 13.45	<b>How Club Med approaches the subject of generative AI from a strategic and risk point of view</b> <b>André BOURLAT</b> , Head of Data Factory & Innovation, ClubMed, France
13.45 – 14.10	<b>Beyond the Hype: Practical AI Applications in Lottery Operations</b> <b>Abhishek KUMBHAT</b> , CEO of SapidBlue Technologies, USA
14.10 – 14.25	<b>Michael ROEYGAARD</b> – Sr. Director, Product Marketing, IGT, USA
14.25 – 14.45	<b>Enhancing experiences through immersive technologies</b> <b>Katia COLUCCI</b> , Head of Innovation Lab, Sisal, Italy
14:45 – 15.00	<b>Nicola SPOTTI</b> , Business Development Manager Lottery Gaming & Betting, Custom, Italy

### 15.00 – 15.30 COFFEE BREAK

Innovation Award Pitches

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



Evening hosted by



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





**FRIDAY, OCTOBER 11 | Meeting room: nhow 5**

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

Sourcing & investing in startups within lotteries

09.30 – 11.00 **Pierre BROUSSEAU**, Director of FDJ Ventures, FDJ Group, France  
**Camilla FOLLADORI**, Chief Strategy Officer, 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 – Game-based learning for internal communication and compliance training, Italy  
**Christian BJERKE-NARUD**, LEIA, Stronger together, Norway  
**Guy VAN IPEREN**, Lotify – online platform for lotteries, competitions and donations, The Netherlands  
**Johanna Kozul**, Head of Marcom and Brand, Fennica Gaming, Finland  
**Pawel 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.