



EL CORPORATE UNIVERSITY INDUCTION

**4 – 7 NOVEMBER, 2024
BUCHAREST | ROMANIA
PROGRAMME**

MONDAY, NOVEMBER 4 Arrival of the participants (transfers will not be organised)

18h15 – 19h00	Welcome Desk Hotel lobby (Hilton Garden Inn Bucharest Old Town)
19h00 – 22h00	Welcome Dinner at "Beef Room" Hotel Restaurant

DAY 1 TUESDAY, NOVEMBER 5 Meeting Room: Floreasca		Presenter(s)
09h00 – 09h40	Welcome. Introductions to Programme Participants Introduce themselves	<ul style="list-style-type: none"> • Arjan VAN'T VEER, EL Secretary General • Ionut ANDREI, General Manager, Romanian National Lottery • Ray BATES, Moderator
09h40 – 10h00	History of Lotteries	Arjan VAN'T VEER
10h00 – 10h45	What Are We & What Do We Do? Setting the Scene"	Ray BATES
10h45 – 11h00	COFFEE BREAK /NETWORKING Foyer Cismigiu	
11h00 – 12h30	CSR/Responsible Gaming + Case Studies	Laura DA SILVA GOMES
12h30 – 14h00	LUNCH Restaurant Beef Room	
14h00 – 14h45	Family of Lottery Games, Lotto/Keno and other DBGs Instant Games. Online Games	Ray BATES
14h45 – 15h30	Multi – Jurisdictional Games + Synthetic Lotteries	Richard BATESON
15h30 – 16h30	Instant Games in Detail. Introduction to Case Study	Ray BATES
16h30 – 17h30	Group Work on Case Study	
Overnight Work on Case Study Free evening		

DAY 2 WEDNESDAY, NOVEMBER 6 Meeting Room: Floreasca		Presenter(s)
09h00 – 09h45	TEAMS Complete Case Study	TEAMS
09h45 – 10h45	Teams Present Solutions + Evaluation Critique of Solutions	TEAMS + Ray BATES
10h45 – 11h00	COFFEE BREAK/NETWORKING Foyer Cismigiu	
11h00 – 13h00	New Ways of Engaging with Lottery Customers? Design Exercise	Aki JÄRVINEN
13h00 – 14h00	LUNCH Restaurant Beef Room	
14h00 – 16h00	PR / Communication + Story Telling Workshop	Jack MURRAY
16h00 – 16h15	COFFEE BREAK/NETWORKING Foyer Cismigiu	
16h15 – 17h00	Retail	George CANAVAN
17h00 – 17h30	Market Research	Ray BATES

Evening hosted by Loteria Română
18h45 Departure from the hotel lobby ((550m away, 10' by foot)
Dinner at HANUL LUI MANUC
 (Str. Franceza nr. 62, Bucharest, [website](#) – Dress code: smart casual)

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DAY 3 THURSDAY, NOVEMBER 7 Meeting Room: Floreasca		Presenter(s)
09h00 – 09h45	Marketing	Hana BAROCHOVA
09h45 – 10h30	Omni Channel	Roger SOLEIM
10h30 – 10h45	COFFEE BREAK/NETWORKING Foyer Cismigiu	
10h45 – 11h30	Sports Betting	Christian KALB
11h30 – 12h00	Legal	Philippe VLAEMMINCK
12h00 – 12h30	EL Role & Function	Arjan VAN 'T VEER
12h30 – 13h00	Q & A, Review and Close	Arjan VAN 'T VEER + Ray BATES
13h00 – 14h30	DEPARTURE LUNCH Restaurant Beef Room	

TEAM

(click on the picture of the speaker for their LinkedIn profile)

Ray Bates is the Honorary President of EL. He served as Director of the Irish National Lottery from 1988 to 2006. He was EL President for 6 years and served on the Board of the WLA for 4 years.



Richard Bateson is currently the Chief Commercial Officer, Intralot USA. He is also Executive Director of Hector Consulting Limited. His past positions include Chief Commercial Officer with Jumbo Interactive and Commercial Director at Camelot UK. Since 2001 Richard has served in a number of capacities within the Camelot Group. He was Controller of Game Development & scratch cards 2007 – 2009 and was Camelot UK Lotteries Marketing Director from 2009 to 2012.



Arjan van't Veer is EL Secretary General since 2017. He started his career in the world of lotteries at the Nederlandse Staatsloterij in 1998. He served as the Director of Corporate Affairs at Nederlandse Loterij where his responsibilities included notably all corporate communications, legal affairs, sponsorships and responsible gaming. Following his law studies, he obtained a doctoral degree on gambling regulation from the Erasmus University Rotterdam.



Aki Järvinen, Ph.D, is a researcher, designer, and technologist with 20 years of experience with interactive media. He works at Digital Catapult in London helping UK companies adopt immersive technologies into their business. In the past he worked with Veikkaus, the Finnish National Lottery, in product development roles and between 2011 and 2017 coached 'the Young Lions' as part of the EL Congress programme.



Laura Da Silva Gomes is the Founder Director of www.digitalRG.com. She works specifically on sustainability, responsible gaming and innovation with lotteries from all over the world as well as other industries interested in Doing Well By Doing Good. www.digitalRG.com is the only cloud platform specifically developed to help the industry improve its impact on society & the environment.



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Jack Murray is an entrepreneur, story consultant, speaker, and author. He is the CEO and founder of MediaHQ, a media contacts database and press release distribution tool, and of the storytelling agency All Good Tales. His first Book - "The Magic Slice - How to Master the Art of Storytelling for Business" is available now on Amazon. At MediaHQ, he leads a team that builds a technology platform that helps the world's top PR and communications teams connect their stories with their audiences. At All Good Tales, he helps companies define their storytelling strategies, train staff in storytelling, and share stories with their audiences.

Hana Barochová has years of experience in all aspects of Marketing. She is International Category Manager with Allwyn. She has worked as a Senior Brand Manager at Sazka, Czech Republic. She is the Executive Chair of the EL Marketing and Communications Working Group. Before entering the world of lotteries in 2013, Hana worked in senior positions in marketing (GlaxoSmithKline, H.J. Heinz) and advertising (Leo Burnett).



George Canavan is Head of Retail at PLI Ireland's National Lottery. George has a wealth of Lottery experience with over 36 years in the business, 33 of which have been working in Retail. George spent almost two decades in field sales before his appointment to National Account Manager in 2008 and Retail Support & Licensing Manager in 2013 ahead of the Lottery's transition from public to private ownership in 2014



Roger Soleim is EVP for Customer, Product and RG in Norsk Tipping. He has been at the company for 15 years, during which time he also served as Head of Omnichannel distribution, Sales Manager, and as Team Leader for "Nabolaget" the Neighbourhood Game.



Christian Kalb is an expert of the sports betting industry and the governance of sports organisations. Creator and Director of CK Consulting, company specialised on strategy with regards to sport and gaming, he has been working for various governments in Europe, Asia and Africa on regulatory issues, as well as for European institutions and EL/WLA members.



Philippe Vlaemminck has more than 35 years' experience as a specialist in EU law, lottery & gambling legislation. He is widely regarded as a leading player in the current debate on state lotteries and gambling in the EEA & WTO, and has been involved as a Member State representative in every gambling case brought before the CJEU and the EFTA court (more than 70 cases). He also acts as a legal advisor to various states, (state owned) operators and associations (EL & ALA) in lottery & gambling regulatory and legal affairs.