

Breaking Boundaries:  
Innovative Approaches to  
Traditional Marketing  
Challenges



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY



## EL/WLA Marketing Seminar

Barcelona, Spain | 22-24 January 2025

*This edition takes place partially in parallel and just after [ICE Barcelona](#). Join us there!*

## BROCHURE

In today's dynamic and fast-paced environment, lottery marketers face a multitude of challenges, making it crucial to strike the right balance between priorities and objectives. From managing sales growth while ensuring responsible gaming practices to navigating the complexities of both retail and digital channels, the need for innovative solutions to timeless marketing dilemmas has never been greater. **The 2025 EL/WLA Marketing Seminar will not only delve deeper into these critical topics, but will also celebrate its exciting move to Spain! Coinciding with [ICE Barcelona](#) and continuing just after, this is a unique opportunity for fresh beginnings and the chance to explore a vibrant new location!**

**Why attend?** Here is what to expect:

- 1. Turn dilemmas into opportunities:** Explore how to effectively balance competing priorities such as sales growth while maintaining responsible gaming; Learn how to leverage new media and technologies to turn classic marketing challenges into opportunities for innovation and growth.
- 2. Dive into key marketing challenges:** From choosing between outsourced creative assets versus in-house production to deciding on broad appeal versus niche targeting, gain insights on how to make informed and strategic decisions in the short and long term.
- 3. Stay ahead of the game:** Discover the latest lottery trends, understand how to balance tradition with innovation, and ensure your strategies resonate with both new and existing players, remain credible while capturing attention.
- 4. Network, exchange and learn:** Engage with fellow lottery peers and professionals who are navigating the complexities of marketing challenges. Share experiences and build connections.

### WHO SHOULD ATTEND?

Advertising-, Marketing-, Sales-Managers, Product & Brand Managers, Retail Experts, Digital Experts, CEO/COO/CFO.

### WHEN?

The seminar will start on Wednesday, 22 January 2025 with a welcome evening reception and end on Friday 24 January at around 13:30 with a farewell lunch.

### WHERE?

[Sofitel Barcelona Skipper](#)

Av. del Litoral 10, Ciutat Vella, 08005 Barcelona (ES)  
**(Airport) Transfers are not organised.**

### COSTS

EL/WLA Members	2,085.- EUR ex. VAT
Non EL/WLA Members	3,150.- EUR ex. VAT

*(upon approval by the organisers)*

**The fee includes your participation in the Seminar (22-24 January). The fee does not include hotel accommodation. As the hotel venue is fully booked, participants should book their own accommodation at an alternative hotel.**

### REGISTRATION

Please confirm your attendance to the EL Secretariat no later than 22 December by [registering online](#) via the EL website. A confirmation will be sent to you upon receipt of your registration.



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