

Breaking Boundaries:
Innovative Approaches to
Traditional Marketing
Challenges



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY



*The 2025 edition takes place
partially in parallel and just
after ICE Barcelona.
Join us there!*

PROGRAMME

Venue: Sofitel Barcelona Skipper

(Av. del Litoral 10, Ciutat Vella, 08005 Barcelona, Spain - [website](#))



Wednesday, January 22 | Arrival of the participants (transfers will not be organised)

18:30 – 20:30 **EL/WLA Welcome Desk & Reception – ATRIUM**
(Conference Center Floor -1 | SOFITEL)

Thursday, January 23

09:00 – 09:15 **Doors Open & Welcome to the Seminar**

Romana GIRANDON, EL President
Andreas KÖTTER, WLA President

Welcome and kick off by the moderators
Luca ESPOSITO, WLA Executive Director
Lucy LENAERS-MATHIESON, EL Communications Officer

09:15 – 10:00 **KEYNOTE: *Marketing in the Brave New World***
Peter CORIJN, CEO, Vucastar Consulting (Belgium)

10:00 – 10:45 **Setting the scene: Adapting to a shifting landscape – How to meet
market and consumer evolution?**

Panel discussion: Insights from Lottery CEOs

Romana GIRANDON, President/CEO, Loterija Slovenije (Slovenia)
Jean-Luc MONER-BANET, CEO Loterie Romande (Switzerland)
Samuel AWUKU, Director General, National Lottery Authority (Ghana)
Rebecca PAUL, President and CEO, Tennessee Education
Lottery Corporation (USA)

Moderated by **Philippe VLAEMMINCK**, EL Legal Advisor, Vlaemminck.law
(Belgium)



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10:45 – 11:15 Coffee Break & Networking (ATRIUM | Floor -1)

THEME I Striking a balance: Turning dilemmas into opportunities

11:15 – 12:00 **KEYNOTE**
Robin TEIGLAND, Professor of Strategy and Management of Digitalisation,
Chalmers University of Technology, Gothenburg (Sweden)

12:00 – 12:15 ***“We give scratch cards a second life” – reLosy/reScratches campaign***
Eva NOVÁKOVÁ, Head of category, Scratch cards and **Roman KULIFAJ**,
Head of Creative & Communication, SAZKA (Czech Republic)

12:15 – 12:35 **EL Level I Partner & WLA Platinum Contributor – IGT**
Federica VALENTINI, Senior Director, Instant Lotteries Product
Management & Development

12:35 – 12:50 ***Lottery case study***
Ionuț ANDREI, Director General, Loteria Română (Romania)

12:50 – 13:00 ***Presentation of EL Congress 2025 | 14–17 September, Bern, Switzerland***
Jean-Luc MONER-BANET, CEO Loterie Romande (Switzerland)

EL Congress 2025 is hosted by Loterie Romande & Swisslos.

13:00 – 13:15 ***Wrap up and conclusions from the morning***

Luca ESPOSITO, WLA Executive Director
Lucy LENAERS-MATHIESON, EL Communications Officer

13:00 – 14:15 Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)

THEME II Innovation versus tradition

14:15 – 14:35 **WLA Platinum Contributor – Pollard Banknote Limited**
Connecting with your Players: The Dynamic Balance of Player Engagement
Julia CLOUTIER, Senior Director, Sales & Marketing
Lianne PATUREL, VP, Digital Sales & Business Development



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14:35 – 15:30 **Positive Social Impact & leveraging Heritage through lottery marketing**

Lottery Roundtable

Zsófia BÁNHEGYI, CCO, Szerencsejáték Zrt. (Hungary)

Laura FELIZIANI, Brand Content & Consumer Engagement, IGT Lottery (Italy)

Bénédicte LOBELLE, Chief Marketing Officer, The National Lottery, (Belgium)

Maciej KASPRZAK, General Manager, Online Gaming Division, Totalizator Sportowy (Poland)

Moderated by **Hana BAROCHOVA**, Head of Category Management – Lotteries Allwyn AG & Executive Chair, EL MaC Working Group and **María NÚÑEZ**, Head of Communications, SELAE, Spain

15:30 – 15:45 **Lottery case study**

Dries POELS, Head of Marketing, Nederlandse Loterij (The Netherlands)

15:45 – 16:15 **Coffee Break & Networking (ATRIUM | Floor -1)**

THEME III Attractivity versus credibility: Capture attention, don't mislead

16:15 – 16:30 ***A One-Stop Digital Gaming Platform***

Oğuzhan ASLAN, Chief Marketing Officer, Sisal Sans (Turkey)

16:30 – 16:50 **EL Level I Partner & WLA Platinum Contributor – Scientific Games
*Competing in a Crowded Gaming Market***

Liga MAGDALENOKA-KEEN, Director of International Insights

16:50 – 17:05 ***"Building Loyal Communities: Connecting Players to Purpose"***

Kim GEURTZ, Postcode Lottery Group (The Netherlands)

17:05 – 17:15 **Wrap up and Conclusions of the Day**

Luca ESPOSITO, WLA Executive Director

Lucy LENAERS-MATHIESON, EL Communications Officer



***Free evening to explore
Barcelona!***



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Friday, January 24

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

Luca ESPOSITO, WLA Executive Director

Lucy LENAERS-MATHIESON, EL Communications Officer

THEME IV Staying ahead of the Game

09:15 – 10:00

KEYNOTE

Kate ANCKETILL, CEO and founder of business futurist consultancy GDR

10:00 – 10:15

Sector Trends: EL Report on the Lottery Sector in Europe (2023)

Václav ŠTĚPÁN, Executive Chair of EL Data & Research Working Group & Value Creation Director, Allwyn (Czech Republic)

10:15 – 10:30

Lottery case study

Silje LAMARK TYSSE, Head of Business Assessment and International Cooperation, Norsk Tipping (Norway)

10:30 – 11:00

Coffee Break & Networking (ATRIUM | Floor -1)

11:00 – 11:45

The role of marketing in evolving landscape

CEO' Panel – Perspectives from the USA

David BARDEN, CEO New Mexico Lottery

Sarah TAYLOR, Executive Director, Hoosier Lottery (Indiana)

Mark MICHALKO, Executive Director, North Carolina Education Lottery

Alec THOMSON, Executive Director of Arizona Lottery

Moderated by **Rebecca PAUL**, President and CEO, Tennessee Education Lottery Corporation

11:45 – 12:00

WLA Gold Contributor & EL Level II Partner – Aristocrat

From Core Lottery to iGaming Powerhouse: Driving the Transformation

Aida BACHNER, EMEA and LATAM Business and Customer Development Director

Rebecca AVRAHAMI, Director of Customer Growth

12:00 – 12:15

Adapting to the speed of change – rethinking the role of marketing

Reija LAAKSONEN, EVP, People, Culture and Communications, Veikkaus (Finland)



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12:15 – 12:30 ***From Click to Claim: Mapping the Player Journey in Hybrid Lottery Models***
Jacek ANTONIEWICZ, Manager in Customer Relations Department,
Totalizator Sportowy (Poland)

12:30 – 12:45 ***Fan Insurance: Turning Passion into Assurance—An Award-Winning Marketing Innovation***
Fabián GARCÍA, Sports Betting Manager, Banca de Quinielas de
Montevideo (Uruguay)

12:45 – 13:00 Closing Remarks

Luca ESPOSITO, WLA Executive Director
Lucy LENAERS-MATHIESON, EL Communications Officer

13:00 – 14:15 Departure Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)

Participants will receive access to the presentations after the event.

10 January, 2025