

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)
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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
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09:15 – 10:00	KEYNOTE: <i>Marketing in the Brave New World</i> Peter CORIJN , CEO, Vucastar Consulting (Belgium)
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10:00 – 10:45	Setting the scene: Adapting to a shifting landscape – How to meet market and consumer evolution? <i>Panel discussion: Insights from Lottery CEOs</i> Romana GIRANDON , President/CEO, Loterija Slovenije (Slovenia) Jean-Luc MONER-BANET , CEO Loterie Romande (Switzerland) Samuel AWUKU , Former Director-General, National Lottery Authority, Ghana and Member of Parliament, Akuapem-North Constituency (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: *Digitalization and societal transformation: Lets create a sustainable future – together!***
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” – Sazka Kickz 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**
Coloring the Future: How Bold Choices Capture New Audiences
Federica VALENTINI, Senior Director, Instant Lotteries Product
Management & Development (Italy)

12:35 – 12:50 ***Leveraging Social Partnerships: Promoting the Romanian Lottery Amid Advertising Challenges***
Ionuț ANDREI, General Manager, 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

13:15 – 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
Laura KROEKER, Director, Sales & Marketing



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

Zsófia BÁNHEGYI, CCO, Szerencsejáték Zrt. (Hungary)

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**, Deputy Director of Communications, CSR and Institutional
Relations, 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

Our journey towards full digital CX

Silje L. 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

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, Loyalty Systems Team Manager, 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.

22 January, 2025