

Programme



Lottery Sector in 2030: Save the Data

November 19–21, 2025
Tallinn, Estonia



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

2025 Data & Research Seminar

Hosted by Eesti Loto

Programme

Welcome

Wednesday, November 19, 2025

Hotel Mövenpick – Roof Restaurant

Arrival of the participants (transfers will not be organised)

19:00 – 19:30 **EL Welcome Desk**

19:30 **Welcome Dinner at Roof Restaurant**

Day 1 AM

Thursday, November 20, 2025

Hotel Mövenpick – Leiger 1 & 2 – 7th floor

- 09:00–09:15 **Opening Introduction and Welcome Addresses**
- Triin AGAN, CEO of Eesti Loto
 - Greg MAES, Executive Chair of the EL Data & Research WG & Moderator
- 09:15–10:00 **KEYNOTE – Beyond the Jackpot: Macro & Mega IT Trends Shaping Our Future**
- Kristof SCHRAEPEN, Director New Ventures & Innovation, NTT Data, Belgium

2024 & Future Data

- 10:00–10:15 **The sustainable growth of DBGs**
- Giacomo MASSARDO, Market Research, Brightstar Lottery SpA, Italy
- 10:15–10:30 **Instants: more popular than ever**
- Valtteri MERIKALLIO, Market Insight, Veikkaus Oy, Finland



Seminar venue : Hotel Mövenpick – [website](#)
Lembitu 12, 10114 Tallinn | Estonia

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|-------------|--|
| 10:30–10:45 | The increasing importance of sports betting & other verticals <ul style="list-style-type: none">Łukasz GLUCHOWSKI, Strategy Team Manager, Totalizator Sportowy Sp. z o.o., Poland |
| 10:45–11:15 | Coffee Break |
| 11:15–11:30 | Succesfull lotteries need bricks and clicks <ul style="list-style-type: none">Alan McMAHON, Head of Analytics, Premier Lotteries Ireland, Ireland |
| 11:30–11:45 | What was our impact on society in 2024? <ul style="list-style-type: none">Mélissa JACQUÉRIOZ, Senior Sustainability & Membership Officer, The European Lotteries |
| 11:45–12:30 | KEYNOTE – Lottery trends and outlook to 2030 <ul style="list-style-type: none">David HENWOOD, Director, H2 Gambling Capital, UK |
| 12:30–12:45 | Q&A session: how can we as a WG improve our service to EL-members? <ul style="list-style-type: none">Moderated by Greg MAES, Executive Chair of the EL Data & Research |
| 12:45–14:15 | Lunch (Restaurant) |

Regulation Trends

- | | |
|-------------|---|
| 14:15–14:35 | Use of Insights from AI in Responsible Gaming <ul style="list-style-type: none">Rebecca LOSI, Market Research – Responsible Gaming, Sisal SpA, Italy |
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Day 1 PM

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- 14:35–14:55 **Trend on Advertising bans in Europe**
- Julie JOLY, Global Media Manager, La Française des Jeux, France
- 14:55–15:15 **Advertising Ban impact in Italian Market**
- Giacomo MASSARDO, Marketing Research, Brightstar Lottery SpA, Italy
- 15:15–15:45 **Coffee Break**
- 15:45–16:15 **A new era in the risk assessment of products**
- Michael KÜBBELER, Head of Lottery Consulting, Adesso SE, Germany
- 16:15–16:55 **Evidence-based governance by regulators guarantees a coherent gambling policy and its enforcement**
- Best practices
- Rainer OSANIK, Head of Financial Information and Intelligence Policy Department, Estonian Ministry of Finance
 - Speaker TBC
- 16:55–17:15 **Wrap-up & Conclusions of Day 1**
- Greg MAES, Executive Chair of the EL Data & Research WG & Moderator

Group Activity – An evening in Tallinn



This year's event will be hosted by our member Eesti Loto who are inviting us to the [Restaurant Härg](#) in Tallinn.

More practical details will be shared in due time.



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Day 2

Friday, November 21, 2025

Hotel Mövenpick – Leiger 1 & 2 – 7th floor



Future and Diversity of Players

09:00–09:10 **Opening Introduction**

- Greg MAES, Executive Chair of the EL Data & Research WG & Moderator

◆ Next generation of players

09:10–09:55 **KEYNOTE – Research on Gen Z**

- Dominique LÉVY-SARAGOSSI, Co-Founder & Co-President, George(s) Agency, France

09:55–10:35 **Best Practices Session**

- Most recent data on “phygital” games, by Camille LAFOND, Lottery Marketing Expert, La Française des Jeux, France
- 18–24 project “Génération positive”, by Melissa FASTENAEKELS, Business & Brand Manager, Loterie Nationale Loterij, Belgium

10:35–11:00 **Coffee Break**

◆ New trends in players

11:00–11:20 **Omni-channel business model – Totalizator Sportowy case scenario**

- Robert LEKSIŃSKI, Director, Customer Relationship, Totalizator Sportowy, Poland

11:20–11:40 **Panel discussion on the infinite challenge of recruiting new players**
With Camille LAFOND, Melissa FASTENAEKELS and Robert LEKSIŃSKI

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Day 2

Friday, November 21, 2025

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11:40–11:50

Wrap-up & Conclusions

- Greg MAES, Executive Chair of the EL Data & Research WG & Moderator

11:50–13:00

Departure Lunch

Participants will get access to the presentations after the event.



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