

# Programme



## **Lottery Sector in 2030: Save the Data**

November 19–21, 2025  
Tallinn, Estonia

Seminar venue : Hotel Mövenpick – [website](#)  
Lembitu 12, 10114 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 – 6<sup>th</sup> floor

Arrival of the participants (transfers will not be organised)

19:00 – 19:30 **EL Welcome Desk**

19:30 **Welcome Dinner**

## Day 1 AM

Thursday, November 20, 2025

Hotel Mövenpick – Leiger 1 & 2 – 7<sup>th</sup> floor

09.00–09.15 **Opening Introduction and Welcome Addresses**

- Greg MAES, Executive Chair of the EL Data & Research WG & Moderator
- Triin AGAN, CEO of Eesti Loto

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, Italy & International Marketing Research, Brightstar Lottery, Italy

10:15–10:30 **Instants: more popular than ever**

- Valtteri MERIKALLIO, Market Insight, Veikkaus Oy, Finland



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- 10:30–10:45    **The increasing importance of sports betting & other verticals**
- Łukasz GŁUCHOWSKI, Strategy Team Manager; Totalizator Sportowy Sp. z o.o., Poland
- 10:45–11:15    **Coffee Break at Foyer – 7<sup>th</sup> floor**
- 11:15–11:30    **Successful lotteries need bricks and clicks**
- Alan McMAHON, Head of Analytics, Premier Lotteries Ireland, Ireland
- 11:30–11:45    **What was our impact on society in 2024?**
- Mélissa JACQUÉRIOZ, Senior Sustainability & Membership Officer, The European Lotteries
- 11:45–12:30    **KEYNOTE – Lottery trends and outlook to 2030**
- 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?**
- Moderated by Greg MAES, Executive Chair of the EL Data & Research
- 12:45–14:15    **Lunch at Roof Restaurant – 6<sup>th</sup> floor**

### Regulation Trends

- 14:15–14:35    **Use of Insights from AI in Responsible Gaming**
- Rebecca LOSI, Behavioral studies – Responsible Gaming, Sisal SpA, Italy

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- 14:35–14:55     **Trend on Advertising bans in Europe**
- Julie JOLY, Global Media Manager, FDJ United, France
- 14:55–15:15     **Advertising Ban impact in Italian Market**
- Giacomo MASSARDO, Italy & International Marketing Research, Brightstar Lottery, Italy
- 15:15–15:45     **Coffee Break at Foyer – 7<sup>th</sup> floor**
- 15:45–16:15     **A new Era in the Risk Assessment of Gambling Products – Balancing Innovation and Responsibility In a Data Driven Environment**
- 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
  - Greg MAES, Executive Chair of the EL Data & Research WG
- 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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## 2025 Data & Research Seminar

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# Programme

*Day 2*

Friday, November 21, 2025

Hotel Mövenpick – Leiger 1 & 2 – 7<sup>th</sup> 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

- Attracting Younger Audiences with Phygital Games, by Camille LAFOND, Lottery Marketing Expert, La Française des Jeux, France
- From Insights to Action: Understanding and Engaging Young Adults, by Melissa FASTENAEKELS, Business & Brand Manager, Loterie Nationale Loterij, Belgium

10:35–11:00

#### Coffee Break at Foyer – 7<sup>th</sup> floor



#### 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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11:40–11:50     **Wrap-up & Conclusions**

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

11:50–13:00     **Departure Lunch at Roof Restaurant – 6<sup>th</sup> floor**

Participants will get access to the  
presentations after the event.

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