



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY



Programme

Content is queen

The fundamental art of storytelling

EL/WLA Marketing Seminar 2026

January 21–23, 2026

Barcelona, Spain

This edition coincides partially with ICE Barcelona

Hosted by The European Lotteries (EL) &
World Lottery Association (WLA)

Seminar venue : Hotel Sofitel Barcelona Skipper – [website](#)
Avenida Litoral 10, Ciutat Vella | Barcelona, Spain



2026 Marketing Seminar

Programme

Welcome

Wednesday, January 21, 2026

Hotel Sofitel – ATRIUM – Conference Center Floor –1

Arrival of the participants (transfers will not be organised)

19:00 – 19:30 **Welcome Desk**

19.30–21.30 **EL/WLA Welcome Reception**

Day 1 AM

Thursday, November 22, 2026

Hotel Sofitel – Conference Center Floor –1

09.00–09.10 **Opening Introduction and Welcome Addresses**

- Romana GIRANDON, EL President
- Andreas KÖTTER, WLA President

09.10–09.15 **Introduction of Seminar by Moderators**

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

The Foundations: Power and Purpose of Storytelling

09.15–10.00 **KEYNOTE**

- Jack MURRAY, CEO & Founder, MediaHQ and All Good Tales

10.00–10.20 **Setting the scene: Message Before Medium**

- Hana BAROCHOVA, Head of Category Management – Lotteries Allwyn AG (Czech Republic) & Executive Chair, EL MaC Working Group

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10.20–10.40 **El Gordo, more than just a lottery draw**

Best of the best, EL Advertising Awards 2025

- María NÚÑEZ, Deputy Director of Communications, CSR and Institutional Relations, SELAE (Spain)

10.40–11.10 **Coffee Break & Networking (ATRIUM | Floor –1)**

Trust, Emotion and Meaningful Messaging

11.10–11.40 **KEYNOTE**

- MARCO GENTILE, Film & commercial Director, a visual storyteller infusing European cinematic style with American production values

11.40–12.20 **Panel discussion with lottery CEOs**

How can purposeful messaging remain central to marketing strategies, while embracing opportunities of a rapidly evolving media landscape? How do lotteries connect through human values and how can storytelling be a driver for cross-selling strategies?

- Younes EL MECHRAFI, CEO, La Marocaine des Jeux et des Sports MDJS (Morocco)
- Jan KARAS, Chairman and CEO, OPAP (Greece)
- Beata STELMACH, CEO, Totalizator Sportowy (Poland)
- Anna JOHNSON, CEO, Svenska Spel (Sweden) – tbc

Moderator – Ray BATES, EL Honorary President

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12.20–12.40 **EL Level I Partner & WLA Platinum Contributor – Brightstar**

12.40–13.00 **"Virage Pinot" Operation: A powerful emotional tribute and a benchmark in storytelling**

- Romain GLISCENSTEIN, Head of Brand and Communication for "ParionsSport en ligne", FDJ United (France)

13.00–13.10 **Interactive session – Poll with participants**

- Creative partnerships of the future: Rethinking how we work together

13.10–13.15 **Wrap up and conclusions**

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

13.15–14.15 **Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)**

Responsibility, Purpose and Values

14.15–14.45 **KEYNOTE**

- Yiğit SARDAN, Chairman, Güzel Sanatlar (Turkey)

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14.45–15.20 Panel discussion with lottery CEOs

- Does lottery messaging make the most of our heritage & good-cause contributions?
- How can lotteries integrate CSR, RG & good causes into their stories?
- How can good employer branding contribute to the art of storytelling?
- How do lotteries create synergies between product promotion & company values?

Lam CHEE WENG, CEO of Singapore Pools (Singapore)

Romana GIRANDON, CEO Loterija Slovenia (Slovenia)

Alessandro PACIUCCI, CEO, Brightstar Lottery (Italy)

Rita PRATES, Vice-President, Santa Casa (Portugal)

Moderator – Piet VAN BAEVEGHEM, Secretary General, EL

15.20–15.40 EL Level I Partner & WLA Platinum Contributor – Scientific Games

15.40–16.00 Coffee Break & Networking (ATRIUM | Floor –1)

16.00–16.20 Clarity, Connection, and Meaning: What We've Learned from Testing Thousands of Stories

- Ecem ERDEM, Global Creative Thought Leadership Manager, KANTAR

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16.20–17.10

Creative partnerships of the future: Rethinking how we work together

A conversation with lotteries and agency leaders on evolving collaboration

- Steve PARKISON, Marketing & Brand Director, Allwyn UK
- Jack BLANGA, VP Executive Creative Director & Partner, Newlink (Italy)

17.10–17.15

Wrap up and Conclusions of the Day

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

Free evening in Barcelona
Recommendations TBC



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Day 2 AM

Friday, January 23, 2026

Hotel Sofitel – Conference Center Floor –1



09.00–09.05 **Doors Open & Welcome to Day 2**

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

The Future Audience & Gen Z

09.05–09.45 **KEYNOTE** (tbc)

09.45 –10.05 **A success story: Collaboration between business and academia with a Gen Z perspective on lotteries**

- Laura FELIZIANI, Senior Manager, Brand Content & Consumer Engagement, Brightstar Lottery (Italy) & , Lorenzo ELIA, University student

10.05–10.25 **WLA Platinum Contributor – Pollard Banknote Limited**

10.25–10.30 **Presentation of WLS 2026, Sydney (Australia)**

10.30–11.00 **Coffee Break & Networking (ATRIUM | Floor –1)**

The New Landscape – digitalisation, media and strategy

11.00–11.45 **Panel discussion with US Lottery CEOs**

Rebecca PAUL, President and CEO, Tennessee Education Lottery Corporation

Gretchen CORBIN, President and CEO of the Georgia Lottery Corporation

Mark MICHALKO, Executive Director, North Carolina Education Lottery

Moderated by Luca ESPOSITO, Executive Director, WLA

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| 11.45–12.05 | Beyond the Game: Crafting Sport Stories That Matter <ul style="list-style-type: none">• Sara JDILY, Digital Marketing Manager, MDJS (Morocco) |
| 12.05–12.20 | EL Level II Partner & WLA Gold Contributor – Aristocrat Interactive |
| 12.20–12.40 | Lottery case study (tbc) |
| 12.40–13.00 | Lottery case study (tbc) |
| 13.00–13.05 | Presentation of EL Industry Days 2026, Marrakesh, Morocco |
| 13.05–13.15 | Closing Remarks <ul style="list-style-type: none">• Luca ESPOSITO, WLA Executive Director• Lucy LENAERS-MATHIESON, EL Communications Officer |
| 13.15–14.15 | Departure Lunch & Networking (SYRAH MEDITERRANI Ground Floor) |

Participants will get access to the presentations after the event.

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