



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY



Programme



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

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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 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: The Magic Slice – How to Master the Art of Storytelling**

- 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 International AG & 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

11.10–11.45 **KEYNOTE**

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

11.45–12.25 **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 you ensure the narrative resonates around shared values, community, social good, dreams?
- How do lotteries connect through human values & authentic brand narratives?

Younès EL MECHRAFI, General Director, La Marocaine des Jeux et des Sports MDJS (Morocco)

Andreas KÖTTER, CEO, WestLotto (Germany)

Moderator – Ray BATES, EL Honorary President

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Day 1 PM

Thursday, January 22, 2026

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12.25–12.45 **EL Level I Partner & WLA Platinum Contributor – Brightstar**

- Scott HILLCOAT, Marketing Director Brightstar

12.45–13.00 **Wrap up and conclusions**

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

13.00–14.15 **Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)**

Responsibility, Purpose and Values

14.15–14.45 **KEYNOTE**

- Yiğit SARDAN, Chairman, Güzel Sanatlar (Turkey)

14.45–15.25 **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)

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

Moderator – Piet VAN BAEVEGHEM, Secretary General, EL

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- 15.25–15.45 **A Modern Retail Story: Driving Growth in the UK**
EL Level I Partner & WLA Platinum Contributor – Scientific Games
- Francesca ALLISON, Product Director, Scientific Games, UK
 - Matthew LYNE, Channel Manager – Retail Delivery, Allwyn, UK

15.45–16.15 **Coffee Break & Networking (ATRIUM | Floor –1)**

- 16.15–16.35 **Creativity that moves the needle: From content to real brand impact**
- Ecem ERDEM, Global Creative Thought Leadership Manager, KANTAR
- 16.35–17:25 **Creative partnerships of the future: Rethinking how we work together**
A conversation with lotteries and agency leaders on evolving collaboration
- Steve PARKINSON, Marketing & Brand Director, Allwyn UK
 - Michael RITTMANNBERGER, Head of Marketing and Product Development, Austrian Lotteries
 - Jack BLANGA, VP Executive Creative Director & Partner, Newlink (Italy)
 - Creative Agency representative (tbc)

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

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17.25–17.30 **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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Content is queen

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Day 2 AM

Friday, January 23, 2026

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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, Communication Specialist & Community Building

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

- Genevieve PAGEAU, Director, Sales and Marketing

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

11.00–11.40 **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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11.40–12.00 **Beyond the Game: Crafting Sport Stories That Matter**

- Sara JDILY, Digital Marketing Manager, MDJS (Morocco)

12.00–12.15 **EL Level II Partner & WLA Gold Contributor – Aristocrat Interactive**

- Rebecca AVRAHAMI, Director of Customer Growth
- Ezra REGEV, NeoGames Studio General Manager

12.15–12.35 **Lottery case study**

- Cian Murphy, CEO, Premier Lotteries Ireland

12.35–12.55 **Lottery case study (Totalizator Sportowy Poland tbc)**

12.55–13:00 **Presentation of EL Industry Days 2026, Marrakesh, Morocco**

13:00–13:15 **Closing Remarks**

- 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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