

# 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

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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

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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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### 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 Slovenija (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 RITTMANNSBERGER, 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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## 2026 Marketing Seminar

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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

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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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