



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Programme



EL Communications Workshop 2026

Creative & Resilient Communications in a Disruptive Era

April 15-17, 2026

Leipzig, Germany

Hosted by Sächsische Lotto-GmbH

SLG

Sächsische Lotto-GmbH

Seminar venue : Radisson Blu Leipzig – [website](#)

Augustusplatz 5-6 · 04109 Leipzig, Germany

EL Communications Workshop 2026

Programme

Welcome

Wednesday, April 15, 2026

Hotel Radisson Blu Leipzig

Arrival of the participants (transfers will not be organised)

18:30-19:00 **Welcome Desk**

19:00-21:00 **Welcome Dinner**

Day 1 AM

Thursday, April 16, 2026

Hotel Radisson Blu Leipzig

09.00-09.15 **Introduction and Welcome Addresses**

- Piet VAN BAEVEGHEM, Secretary General, EL
- Guido HANICH, Marketing Manager, Sächsische Lotto-GmbH (Germany)
- Lucy LENAERS MATHIESON, Communications Officer, EL (moderator)

09.15-10.00 **KEYNOTE**

Resilient communications: Strengthening trust when it matters most

- Speaker tbc

10.00-10.30 **Ireland 1992 – Inside the story of a Bulk-Buying Scheme**

- Ray BATES, Honorary President of EL, Former CEO, Premier Lotteries Ireland

10.30-10.45 **Q&A with participants**

10.45-11.15 **Coffee Break**

EL Communications Workshop 2026 Programme

Day 1

Thursday, April 16, 2026

Hotel Radisson Blu Leipzig

11.15-13.00 **INTERACTIVE SESSION: Resilient communications, strengthening trust**

Guided by expert professionals, participants will gain practical skills and ready to use tools to navigate sensitive situations, protect brand reputation, and communicate with confidence.

13.00-14.00 **Lunch**

14.00-15.30 **INTERACTIVE SESSION: Disruptive thinking, exploring questions that truly matter**

Using a World Café format, key questions will connect perspectives and explore how collective intelligence and unconventional thinking can challenge assumptions, sharpen communication strategies and build trust in an ever-changing landscape.

15.30-15.40 **Welcome to Leipzig**

Frank SCHWARZ, Managing Director, Sächsische Lotto-GmbH

15.40-16:10 **Coffee Break**

16.10-16:50 **Conclusion from the World Café**

16.50-17.00 **Closing remarks**

Hana BAROCHOVA, Head of Category Management – Lotteries, Allwyn International AG

18:30 – 22:00

"Experience innovation in practice"

Join a special evening programme (guided tour & dinner) hosted by Lotto Sachsen at R42

r42.gg



EL Communications Workshop 2026

Programme

Day 2

Friday, April 17, 2026

Hotel Radisson Blu Leipzig

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

- Lucy LENAERS MATHIESON, Communications Officer, EL (moderator)

09.05–09.45 **KEYNOTE**

What to do (next) – Consistency vs Change: How emotional design & visual storytelling elevate brand narratives

- Sven VÖLKER, Professor of Graphic Design, University of Applied Sciences, Potsdam (Germany)

09.45–11.00 **INTERACTIVE SESSION: We/Do/Hope – A Zine Making Workshop by Topya – Part 1**

Under the guidance of Topya, a young creative consulting agency founded by graduates of Prof. Sven Völker, workshop participants will explore the power and magic of open-minded creative experimentation and visual storytelling.

11.00–11.30 **Coffee Break**

11.30–12.45 **INTERACTIVE SESSION – Part 2 (continued)**

12.45–13.00 **Concluding remarks and key take aways**

Hana BAROCHOVA, Head of Category Management – Lotteries, Allwyn International AG

Lucy LENAERS MATHIESON, Communications Officer, EL (moderator)

13.00 –14.00 **Departure lunch**

Please leave any luggage with the hotel concierge until your departure.

Participants will get access to the presentations after the event.