



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**

- Guido HANNICH, Marketing Manager, Sächsische Lotto-GmbH (Germany)
- Lucy LENAERS MATHIESON, Communications Officer, EL (moderator)

09.15-10.10 **KEYNOTE**

Resilient communications: Strengthening trust when it matters most

- Andrea MOHN-OLSEN, Advisor, Zynk (Strategic consulting agency)

10.10-10.55 **Ireland 1992 / Texas 2023 – The Inside story of a Bulk-Buying Scheme**

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

10.55-11.15 **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 Andrea MOHN-OLSEN, 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, hosted by several EL members, 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

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. Workshop session will be managed by Mia Mahn (Workshop Leader) and Lisa-Marie Wesseler (Workshop facilitator).

11.00–11.30 **Coffee Break**

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

12.45–13.10 **Concluding remarks and key take aways**

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

13.10–13.15 **Closing of the workshop**

Lucy LENAERS MATHIESON, Communications Officer, EL

13.15 –14.15 **Departure lunch**

Please leave any luggage with the hotel concierge until your departure.
Participants will get access to the presentations after the event.

Seminar venue : Radisson Blu Leipzig – [website](#)
Augustusplatz 5–6 · 04109 Leipzig, Germany