



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

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Welcome

Wednesday, April 15, 2026

Hotel Radisson Blu Leipzig – Augustusplatz 5-6 · 04109 Leipzig

Arrival of the participants (transfers will not be organised)

18:30–19:00 **Welcome Desk (ground floor of the hotel)**

19:00–21:00 **Welcome Dinner at the Spagos Restaurant (ground floor)**

Day 1 AM

Thursday, April 16, 2026

Hotel Radisson Blu Leipzig – Room SATURN

09.00–09.15 **Introduction and Welcome Addresses**

- Piet VAN BAEVEGHEM, EL Secretary General (video message)
- 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 in the Foyer**



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Day 1

Thursday, April 16, 2026

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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 (Spagos Restaurant)**

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.

15.30–16:00 **Coffee Break in the Foyer**

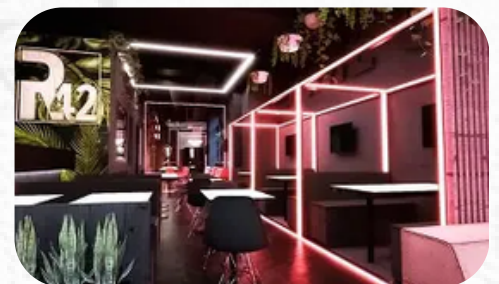
16.00–16:50 **The Harvest – Conclusion from the World Café**

16.50–17.00 **Closing remarks**

- Hana BAROCHOVA, Head of Category Management – Lotteries, Allwyn International AG
- Guido HANNICH, Marketing Manager, Sächsische Lotto-GmbH (Germany)
- Lucy LENAERS MATHIESON, Communications Officer, EL (moderator)

18:30 – 22:00* "Experience innovation in practice"

Join a special evening programme (possibility for guided tour & dinner) hosted by Lotto Sachsen at R42
Welcome address by Frank SCHWARZ, Managing Director, Sächsische Lotto-GmbH



*Practical details and exact timing will be shared on site

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Day 2

Friday, April 17, 2026

Hotel Radisson Blu Leipzig - Room SATURN

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 HOPE – Interactive Workshop with 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. The workshop facilitators are Mia Mahn and Lisa-Marie Wessler.

11.00-11.30 **Coffee Break in the Foyer**

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 (Spagos Restaurant)**

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

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