

EL Corporate University 2027 Executive Module

May 31 – June 2, 2027 Dublin, Ireland
Hosted by the Premier Lotteries Ireland (PLI)



**THE EUROPEAN
LOTTERIES**
FOR THE BENEFIT OF SOCIETY



Programme

Welcome – Monday, May 31, 2027

Arrival of the participants (transfers will not be organised)

18.30–19.00 **Welcome Desk**

19.00–22.00 **Welcome Dinner**

Venue : Side Restaurant – Herbert Park Hotel (ground floor)

Day 1 – Tuesday, June 1, 2027

Seminar venue : Herbert Suite, groundfloor of the Herbert Park Hotel

09:30 – 09:50 **Welcome Address & Introduction of Day 1**
Ray BATES, EL Honorary President

09:50 – 10:20 **Setting the Scene 20/20 Vision & Reality**
Ray BATES, EL Honorary President

10:20 – 11:00 **The Life & Challenges of a Lottery Director**
Cian MURPHY, National Lottery Director, PLI

11:00 – 11:15 **Coffee break / Networking**

Seminar venue : Herbert Park Hotel, Dublin Ballsbridge Dublin 4 – [website](#)

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Programme

Day 1 – Tuesday, June 1, 2027

- 11:15 – 12:00 **Gaming /Gambling from all Sides**
Matt OSGOOD, Lottery Development Director, The FootballPools, UK
- 12:00 – 12:30 **Hot issues for EL Members**
Piet Van BAEVEGHEM, EL Secretary General
- 12.30–14.00 **Lunch**
- 14:00 – 15:45 **Case studies**
- 15:45 – 16:00 **Coffee break / Networking**
- 16:00–16:50 **Case studies**
- 16:50 – 17:00 **Review / Close**

Evening hosted by PLI – Practical details to follow

Day 2 – Wednesday, June 2, 2027

- 09:30 – 09:35 **Introduction of Day 2**
Ray BATES, EL Honorary President
- 09:35 – 11:00 **Case Studies**
- 11:00 – 11:15 **Coffee break / Networking**
- 11:15 – 12:45 **Case Studies**
- 12:45 – 13:00 **Review / Close**
- 13:00 – 14:30 **Departure Lunch – Restaurant of the hotel**

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Speakers



RAY BATES, EL Honorary President

Ray is an Honorary President of EL and served as its President for six years. He was Director of the Irish National Lottery from 1988 to 2006. Ray remains active in the lottery world, moderating among others EL's Corporate University.



CIAN MURPHY, National Lottery Director, PLI

Cian joined PLI in 2020 as Chief Product and Digital Officer. He was previously the Chief Marketing Officer in The Automobile Association and has held leadership roles in Paddy Power as well as working as a consultant with McKinsey & Company. He was appointed CEO in 2024.



PIET VAN BAEVEGHEM, EL Secretary General

Piet is the EL Secretary General since July 2025. Prior to this he served with the Belgian National Lottery for 15 years in Senior roles dealing mainly with Corporate, Legal and Regulatory affairs. He has served as the Executive Chair of the EL Legal & Regulatory Working Group.



MATT OSGOOD, Lottery Development Director, The Football Pools

Matt Osgood is an experienced multi-jurisdictional lottery executive and game design expert. Since 2010, he has worked with lotteries across Europe and North America, including Camelot, the Irish National Lottery, and FDJ. From 2019, he focused on digital platforms at Lottoland, The Football Pools, and later the newly established UAE National Lottery. Today, he acts as an independent advisor, assisting operators with portfolio strategy and player participation growth.