

THE EUROPEAN LOTTERIES
FOR THE BENEFIT OF SOCIETY

WLA
WORLD LOTTERY ASSOCIATION

Programme

EL/WLA Marketing Seminar 2027

Winning together:
The power of partnerships

January 20–22, 2027
Barcelona, Spain

Seminar venue : Sofitel Barcelona Skipper – website
Av. Litoral 10, 08005 Barcelona | Spain



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Welcome

Wednesday, January 20, 2027

Hotel Sofitel – ATRIUM – Conference Center Floor –1 | SOFITEL

Arrival of the participants (transfers will not be organised)

18:30–19:00 **Welcome Desk**

19:00–21:00 **EL/WLA Welcome Reception**

Day 1 AM

Thursday, January 21, 2027

Hotel Sofitel – Conference Center Floor –1 | SOFITEL

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**

- **Lucile GOULARD**, Deputy Executive Director, WLA
- **Lucy LENAERS-MATHIESON**, Communications Officer, EL

Block A – Marketing in a Changing World

09.15–09.30 **Setting the Scene: Who runs the game?**

Hana BAROCHOVA, Head of Category Management - Lotteries, Allwyn International AG and Executive Chair, EL MaC Community of Experts

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09.30–10.15 **KEYNOTE**
Building brands that last in a changing world: 7 paradoxes in brand growth
Christian MAJGAARD, Brand veteran, former global head of LEGO® brand

10.15–10.30 **Beyond the Ticket - Scratch & Win Hybrid ticket**
Federica VALENTINI, VP Instant Lotteries Product Management & Development, Brightstar Lottery Italy

10.30-11.00 Coffee Break & Networking (ATRIUM | Floor -1)

Block B – Customer Centricity & Loyalty – Winning the Journey

11.00–11.35 **The case of Spotify - Engaging audiences at scale and creating lasting relevance**
Jaime PELEGRÍ, Director of Advertising Sales, Spotify (Spain)
Q&A with the audience

11.35–12.10 **From reach to relationships - How social media is redefining brand loyalty**
Alejandro DOMÍNGUEZ BESCANSA, Managing Partner, Liquid Fellows
Q&A with the audience

12.10–12.30 **EL Level I Partner & WLA Platinum Contributor - Scientific Games**
(Speaker tbc)

12.30–12.45 **Lottery case study - Nederlandse Loterij (tbc)**

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12.45–13.00 **WLS Advertising Awards 2026 winner**

13.00–13.05 **EL Advertising Awards 2027**
Ray BATES, EL Honorary President & Chairman of the Jury

13.05–13.15 **Wrap up and conclusions**
- **Lucile GOULARD**, Deputy Executive Director, WLA
- **Lucy LENAERS-MATHIESON**, Communications Officer, EL

13.15-14.15 Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)

Block C – Communities, Trust & Purpose – From Customers to Communities

14.15–14.45 **Creating meaning connections and building authentic stakeholder relationships**
Eduardo MENAL CASAS, Managing Director, Newlink Barcelona

14.45–15.05 **EL Level I Partner & WLA Platinum Contributor - Brightstar Lottery**
DREAMING IN NUMBERS - How heritage creates connection and lasting brand value
Laura FELIZIANI, Head of Brand Content, Consumer Engagement and Media Planning, Italy

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15.05–15.20 **Turning Participation into Purpose**
Anna RUSSELL, Head of Marketing, Postcode Lottery Group (UK)

15.20–15.30 **Presentation of EL Congress 2027**

15.30-16.00 *Coffee Break & Networking (ATRIUM | Floor -1)*

Block D – The Power of Play: Partnerships that Drive Growth

16.00–16.20 **WLA Platinum Contributor - Pollard Banknote Limited**
(Speaker tbc)

16.20–16.35 **Cultural partnership: San Sebastián Film Festival**
María NÚÑEZ, Deputy Director of Communications, CSR and Institutional Relations, SELAE (Spain)

16.35–16.50 **How sponsorship helps transform a lottery brand image: A global partnerships with Formula 1 and McLaren**
Sophie MIDDLETON, Partnership Communications Manager, Allwyn Global

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16.50–17.05 **Partnerships that move sport forward**
Sara JDILY, Digital Marketing Manager, MDJS (Morocco)

17.05–17.20 **Lessons from a Partnership Strategy**
Sarah TAYLOR, Executive Director, Hoosier Lottery

17.20–17.30 **Wrap up and Conclusions of the Day**
- **Lucile GOULARD**, Deputy Executive Director, WLA
- **Lucy LENAERS-MATHIESON**, Communications Officer, EL

Free evening in Barcelona







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Day 2 AM

Friday, January 22, 2027

Hotel Sofitel – Conference Center Floor –1 | SOFITEL

09.00–09.05 **Welcome to Day 2**

- **Lucile GOULARD**, Deputy Executive Director, WLA
- **Lucy LENAERS-MATHIESON**, Communications Officer, EL

Block E – Playing the Future: AI Powered Engagement

09.05–09.50 **KEYNOTE**

Jason CLAIRMONT, Principal Business Development Industry Specialist, Betting & Gaming, Amazon Web Services (AWS)

09.50–10.05 **From research to real behaviour: Rethinking consumer insights**

Yuri GASCON, Global Consumer Insights Manager, Allwyn Global

10.05–10.25 **WLA Platinum Contributor - Bally's Intralot**

(Speaker tbc)

10.25–10.40 **Lottery case study**

- **Lee LEEMON**, Senior Director, Customer and Corporate Strategy
- **Carissa LEONG**, Strategy Analyst, Singapore Pools

10.40-11.10 Coffee Break & Networking (ATRIUM | Floor -1)



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Block F – Winning tomorrow: What Will Matter Most in 2030?

11.10–11.25 **EL Level II Partner & WLA Gold Contributor - Aristocrat Interactive**
Aida BACHNER, Senior Director, EMEA and LATAM Business and Customer Development

11.25–11.40 **Lottery case study (tbc)**

11.40–12.00 **Navigating Tomorrow: Competition, Regulation and the Power of Partnerships**
Philippe VLAEMMINCK, EL Legal Advisor, Vlaemminck.law (Belgium)

12.00–12.45 **CEO Roundtable: What must we lead in the next five years?**
Panelists tbc
Moderator - **Philippe VLAEMMINCK**

12.45–13.00 **Closing Remarks**
- **Lucile GOULARD**, Deputy Executive Director, WLA
- **Lucy LENAERS-MATHIESON**, Communications Officer, EL

13.00-14.15 Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)

End of the event

Participants will get access to the presentations after the event

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