



Publicity/Communications Risk

WHAT IS THIS RISK ABOUT?

Publicity risk: Possibility of damage to an individual or organization's reputation due to negative public exposure or media coverage. This may include negative publicity from media outlets, social media backlash, or public criticism. The risk can lead to a loss of credibility, trust, and confidence from stakeholders, customers, and the general public. Managing publicity risk involves taking proactive steps to mitigate negative exposure and building a positive reputation through effective communication and transparency.

Communication risk: Potential misinterpretation, misunderstandings, or other negative outcomes that can result from communication breakdowns or failures. This can occur when messages are unclear, incomplete, or poorly delivered, leading to confusion, conflict, or other issues that can undermine the effectiveness of communication and its intended outcomes. Communication risk can be mitigated through a variety of strategies, including clear and direct messaging, active listening, feedback mechanisms, and ongoing dialogue and collaboration

WHY SHOULD YOUR LOTTERY BE CONCERNED?

- Reputational impact: if there is something wrong with the communications, the image of the lottery as a trusted game of chance operator suffers damage in the public.
- Financial impact: Financial loss as a result of negative publicity, no clear communication which causes a loss of player trust, etc.

HOW TO MINIMISE THIS RISK?

Actions (best practices) presented herein could be implemented to minimise risk and ensure more effective risk management.

Publicity

- Advertising and sales promotion activities do not encourage underage gaming or vulnerable groups and do not provide the player with misleading information such as a false impression about the odds of winning.
- Advertising and marketing complies with regulation and internal RG guidelines.
- Advertising agencies follow the compliance rules for communication as well.

Internal communications

- Each lottery process communicates effectively with the rest of the company.
- Provide clear information about the key projects and process updates in the company.

External communications

- Assure the transparency of information.
- Provide accurate information about games, draws, results winners, probability of win, how to claim a prize, responsible gaming, etc. for customers (including on digital channels).
- Regularly provide updated information about responsible gaming, social actions, etc. for society.
- All retailers should provide information about changes in games, equipment of Point of sale, responsible gaming, fraud, money laundering prevention, etc. and about systems problems in order to do their work correctly.
- Minimize the impact of potential problems and are not caught completely by surprise if something goes badly wrong.



MAIN QUESTIONS TO KNOW THE STATUS OF YOUR LOTTERY IN RELATION TO THIS RISK

Questions/Answers

- *YES: It is implemented in your lottery*
- *NO: It is not implemented in your lottery*
- *PARTIALLY: It is partially implemented*

Have you identified legal and regulatory requirements in relation to advertising?	Yes/partially/No
Do you have an Advertising & Marketing Code?	Yes/partially/No
Have you included legal/regulatory requirements and advertisement code in advertising tenders?	Yes/partially/No
Do you have a community manager identification and training?	Yes/partially/No
Do you have a publicity plan?	Yes/partially/No
Do you have publicity monitoring and evaluation procedures?	Yes/partially/No
Have you identified communication inputs and outputs of lottery processes, including their origin, destination and communication channels?	Yes/partially/No
Do you have internal communication plan?	Yes/partially/No
Have you identified all stakeholders?	Yes/partially/No
Have you identified appropriate communications channels?	Yes/partially/No
Do you have external communication plan?	Yes/partially/No
Do you have TIC, draw, etc., incidents communication?	Yes/partially/No
Do you have customers communications?	Yes/partially/No
Do you have retail communication?	Yes/partially/No
Do you have community manager identification and training?	Yes/partially/No
Are your press office members trained?	Yes/partially/No
Is press information identified?	Yes/partially/No
Is press Information provided and updated by the press office?	Yes/partially/No