

FOR IMMEDIATE RELEASE

**PRESS RELEASE**

## **EL organises first ‘Executive’ module of its Corporate University**

*Brussels, April 8, 2019 – Following the success of the Induction Module of the European Lotteries Corporate University ELCU, the Executive Module was hosted by EL in Lausanne, Switzerland from 1–3 April 2019.*

Designed for lottery professionals with five or more years experience, EL uses this second module of the Corporate University to build a further block in its specialised training programme for its Members.

Over one and a half days, EL brought together over 30 lottery professionals to actively participate and contribute to discussions on critical lottery topics.

On the first day, participants had the opportunity to listen to presentations on selected topics, including Innovation (David Caygill, Iris Worldwide, UK), Security and Integrity (Carlos Bachmaier, SELAE), Gaming Regulation (James Holdaway, Gambling Commission, UK), as well as an interview with Jean-Luc Moner-Banet, CEO of Loterie Romande and former WLA President. The event was moderated by Ray Bates, EL Honorary President and sponsored by Evgeniy Vlasenko as supervisory chair of the Education Working Group.

The presentations were followed by discussions and exchanges in small groups on several case studies covering the principle areas and activities of a modern lottery. Topics included the relationship between lottery and regulator, the development of a corporate risk register, game design, new games and innovations, add on games, marketing and PR, internet games, among many more relevant case studies.

*“The first edition of the Executive Module of the EL Corporate University in Lausanne, was a great success!” says Arjan van ‘t Veer, EL Secretary General. “Lottery professionals from a range of disciplines, functions and countries shared views and learned about several case studies, relevant to their skills and needs. Mixing people and competences kept the discussions dynamic, allowing for a good exchange of experiences from the lottery world. I think it proved again that the new setup of the EL Corporate University is of value to the EL Membership”.*

The European Lotteries Corporate University is composed of different modules: Induction, Executive and Director. The next edition (Induction level) takes place in Lausanne from 3–6 September 2019. This programme will be designed for new entrants and “cadets” with up to three years’ lottery experience.

More information available here <https://www.european-lotteries.org/event/el-corporate-university-induction-level?cf=14>



*Ray BATES, Moderator & Carlos BACHMAIER, Executive Chair of the Security & Integrity WG*

*David CAYGILL – Managing Director Innovation Division, Iris Worldwide, UK*



*James HOLDAWAY – Programme Director for National Lottery, Gambling Commission, UK*



*Jean-Luc MONER-BANET – CEO, Loterie Romande, Switzerland*



*Evgeniy VLASENKO, Supervisory Chair of the Education WG*



*All participants to the first edition of the EL Corporate University - Executive Level in Lausanne*

**ENDS**

For further information please contact:

**Lucy Lenaers–Mathieson**, Communications Officer, Brussels

Tel: +32 2 234 38 23

[lucy.mathieson@european-lotteries.eu](mailto:lucy.mathieson@european-lotteries.eu)

*European Lotteries (EL) is the European umbrella organisation of national lotteries operating games of chance for the public benefit. EL has members from more than 40 European countries including all EU Member States. The association's EU members contribute more than 20 billion € p.a. to the state budgets and the funding of sport, culture, social projects, research and other causes of general interest. Unlike many commercial online gambling operators, EL members only offer gambling and betting services in the jurisdictions in which they are licensed by the respective national government.*