Retailing Workshop
“Business as usual” is just not good enough!

We all know about the changes we can see in retail and retailing practices, but do we really understand the underlying transformation that is happening on the “high street” and in the minds and behaviour of “shoppers”? The game is about to change... totally change. Traditional retail outlets, where the vast majority of lottery tickets are sold, are about to change beyond all recognition. What is the role of the store in a multi-channel environment? Our main sales channel is being redesigned, downsized, repositioned, morphed into a showroom or restaurant and we must adapt to the new shopper-centric retail experience or suffer the consequences. How do we target the right shopper at the right place and at the right time?

In 2011 EL held the first Retailer Seminar in Dublin. In 2012 we had a Retailer Workshop in Paris.

For 2013 we are organising a one-day Retailing Workshop in Rome where we will have a packed morning of presentations and an expert panel. Then, in the afternoon we will break into groups for intensive workshops and discussion groups.

Inevitably, there will be some discussion about the “endless aisle” or internet and social media as sales channels, but the main focus of the Workshop will be on the traditional lottery outlets which, for most lotteries, remain your lottery’s principal source of revenue.

An external keynote speaker with wide experience in Retail and Lottery will head the list of speakers who will include retail and lottery experts, ready to share their experience with the participants. The main focus of the afternoon workshops will be

- Selecting and Managing outlets
- Retailer Incentives
- Managing Key Accounts
- Joint Business Planning
- In store digital signage
WHO SHOULD ATTEND?
The workshop will be of interest to managers and professionals in Lottery Sales and Marketing, but will also have relevance for technical and facilities managers.

WHEN?
The seminar will start with a welcome dinner on Monday, November 4 and end on November 5, 2013 at around 17:30.

WHERE?
Meeting venue and accommodation:

UNA Hotel Roma
Via Giovanni Amendola, 57
IT – 00185 ROME
Tel: +39 06 649 371
Fax: +39 06 649 372
www.unahotels.it

No transfers will be organised.

LANGUAGE
The Seminar and sessions will be conducted exclusively in English.

COSTS
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<tr>
<td>EL Lottery Members</td>
<td>EUR 750.-</td>
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<td>EL Associate Members</td>
<td>EUR 800.-</td>
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Fee includes one night accommodation, meeting room including coffee breaks, lunch, technical material, workshop preparation.

REGISTRATION
Please confirm your attendance to the General Secretariat no later than October 10, 2013 by registering online through our website: www.european-lotteries.org

The programme will also be available on the website. A written confirmation will be sent to you upon receipt of your registration, together with the corresponding invoice.