



THE EUROPEAN  
LOTTERY UNIVERSITY  
EDITION XVII



# A UNIQUE PROGRAMME FOR LOTTERIES

Innovation and Tradition  
The best-in-class  
in management training



AUGUST 31 TO SEPTEMBER 5, 2014  
BORDEAUX / FRANCE



- Objectives**
- Provide an expert and updated insight into business, the Lottery industry and the gaming environment in general
  - Provide a unique opportunity for participants to network and exchange ideas and experiences
  - Provide a training framework for newcomers to the industry and, for the more experienced participants, to enhance their skills, broaden their horizons and deepen their knowledge
  - Enhance general business and managerial insight
  - Participate in team projects, workshops, case studies to prepare to face real-life situations
  - Learn about the local culture and gaming environment to broaden one's horizons.

**Who should attend** This programme is addressed to Lottery management, and stakeholders, wishing to broaden or update their understanding and/or develop their capacities in the ever-changing world of Lotteries and Gaming.

## Programme

### MAJOR THEMES REGROUPING

#### Product

- Diversity of Lottery products
- Family of Games
- Sports Betting
- Retailing considerations
- Merging of products, technologies and New Media
- Latest technologies applied to delivery and development
- Games on the Internet and interactivity

#### Lottery management

- Lottery organisation and structure
- Advertising, Marketing, Promotions and new channels
- Finance and Control issues
- Strategic positioning of IS/IT and new technologies
- Corporate performance evaluation
- Business Continuity
- Strategic Planning

#### Gaming environment

- The future of state games
- Lottery corporations and the public
- Public Relations and Communications issues
- Update on the European legal scene
- Social and corporate responsibility
- Relations with stakeholders
- Use of Social Media

#### Team Projects

Each major topic of discussions includes a group project, such as

- Develop the winning instant game
- Public relations "nightmare" – how to handle
- Define the optimum Lottery structure
- Establishing a modern Lottery corporation
- Develop a strategy from Idea to Market
- Analyze regional and national marketplace
- And many more...



In addition to several group workshops and discussion panels, an enriched Global Case Study will challenge the participants with many twists and turns and will require skills, imagination and team creativity as well as the application of the knowledge and information acquired during the seminar.

### Panels

Structured discussion panels include:

- New Games
- Communications and advertising
- Technology
- Legal
- Retailers and POS issues
- Corporate Responsibility
- Finance
- My Lottery from A to Z – general and most comprehensive review of the major functions and issues facing the Lottery – final programme recap.

Participants will have the opportunity to prepare and ask specific discussion questions to a panel of experts in the field.

### Keynote speakers

Keynote speakers, Lottery or private sector executives, will present their insight on key issues facing a modern organisation, such as: Corporate re-organisation, technologies of the future, impact of Public Relations, corporate responsibility.

### For additional information

Please, refer to the EL Web site: [www.european-lotteries.org](http://www.european-lotteries.org)

The cost of this programme includes all meals, accommodation, meeting rooms, working material, social activities:

CHF	3'400.—	(Association Regular Members)
CHF	3'700.—	(non-member Lotteries)
CHF	3'600.—	(Association Associate Members)

Please confirm your attendance to the General Secretariat online: [www.european-lotteries.org](http://www.european-lotteries.org) no later than **June 27, 2014**. A written confirmation will be sent to you upon receipt of your registration, together with the corresponding invoice.



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### **Bordeaux: the cultural capital of France**

Bordeaux: a UNESCO World Heritage Site! This distinction recognizes the beauty and unity of style of Bordeaux's architectural heritage, which has developed harmoniously over the centuries and remained remarkably well preserved. The Bordeaux World Heritage site is the largest urban entity to be so honoured, from the outer boulevards to the banks of the Garonne river, or half of the city. With over 347 historic monuments in a protected area of 150 hectares, as well as 3 churches that were already listed as World Heritage sites on the pilgrim road to Santiago de Compostela, Bordeaux is foremost an 18<sup>th</sup> century architectural gem.

As early as the 3<sup>rd</sup> century AD, Bordeaux – called “little Rome” at the time – was a prosperous Gallo-Roman City. The Middle Ages were a time of major economic development thanks to the wine trade. In the 18<sup>th</sup> century, talented urban developers and architects transformed the city under the impulsion of royal intendants.

The **University of Bordeaux** was founded on 7 June 1441 by Pope Eugene IV. It was composed of four faculties: arts, medicine, law and theology.

The University was abolished in 1793 by the Revolutionaries and then reorganised by Napoleon Bonaparte who replaced the arts faculty by two faculties of arts and sciences.

On 16 January 1886 the new University Palace was opened and Montaigne's tomb was transferred there. Ten years later the faculties of arts, sciences, law, medicine and pharmacy were brought together to constitute the University of Bordeaux.

The XX<sup>th</sup> century was a time of turbulence and reforms. The University of Bordeaux was divided in three in 1970 with one university in Pau, and then into four in 1995.

The XX<sup>th</sup> century was also a time of growing reputation and influence due to the diversification of courses, the growth of research and a general opening up of the University.

### **Accommodation and meeting**

#### **PULLMANN BORDEAUX AQUITANIA**

Avenue Jean-Gabriel Domergue  
33000 Bordeaux Lac - France  
tel.: +33 (0)5 56 69 65 10  
[www.pullmann-hotels.com](http://www.pullmann-hotels.com)

The hotel is located **20 Km from Bordeaux Airport** and is situated on Bordeaux lake.

**On-line registration at [www.european-lotteries.org](http://www.european-lotteries.org)**



### **For more information and queries, please contact:**

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