

PR / Communications & Social Media Workshop
"The Lottery as Publisher"

16 - 18 November 2015, Brussels / Belgium



PROGRAMME

Monday, 16 November 2015

Arrival of the participants (no transfers organized)

- 19:00 Working documents at the welcome desk in the hotel lobby
 20:00 Opening dinner - Hotel NH Brussels du Grand Sablon restaurant (ground fl.)

Tuesday, 17 November 2015 (room Junon A+B – ground floor)

09:00 – 09:30 Welcome address: **Jannie HAEK**, CEO, National Lottery Belgium
 Moderator: **Ray BATES**, EL Honorary President

09:30 – 10:30 **KEYNOTE SPEAKER**
Danny DEVRIENDT, Managing Director, Mediabrands Publishing, Belgium

10:30 – 12:30 **Case work and exercises** with **Jack MURRAY**, CEO, MediaHQ.com, Ireland

12:30 – 14:00 lunch in the hotel restaurant (ground floor)

14:00 – 14:30 **SAZKA World**, by **Václav FRIEDMANN**, Head of Corporate Communication, SAZKA a.s., Czech Republic

14:30 – 15:15 **The criteria that influence the Lotteries' reputation and how to successfully manage them**, by **Walter GELENS**, Partner, akkanto, Belgium

15:15 – 15.45 coffee break in the foyer

15:45 – 17:00 **Case work exercises** with **Jack MURRAY**

19:00: departure from the hotel by bus

Evening event organised by 

20:00: dinner at  Square de l'Atomium, Bruxelles
www.atomiumrestaurant.be

~23:00: return to the hotel by bus

Wednesday, 18 November 2015 (room Junon A+B – ground floor)

09:00 – 09:45 **From Push to Content: Publishing Strategies**, by **Véronique DECONINCK**, Manager Integrated Digital, Social & Content Strategy, Loterie Nationale, Belgium

09:45 – 10:15 **Case study Loterie de la Suisse Romande**, by **Danielle PERRETTE**, Head of Communication, Loterie de la Suisse Romande, Switzerland

10:15 – 11:00 **The Paddy Power Experience**, by **Feilim MAC AN IOMAIRE**, PR Manager, Paddy Power, Ireland

11:00 – 11:30 coffee break in the foyer

11:30 – 13:00 **Case work exercises** with **Jack MURRAY** and **Ray BATES**

13:00 lunch in the hotel restaurant (ground floor)

End of the workshop and departure of the participants (no transfers organized)