

Hosted by



SEPTEMBER 19 – 21, 2016
PARIS, FRANCE

OUT OF THE BOX

EL / WLA

CSR / RESPONSIBLE GAMING SEMINAR

An EL/WLA Event



Lotteries need to continually innovate in Responsible Gaming and Corporate Social Responsibility (CSR); strengthening their brand, preventing problem play and generating business value. This seminar will provide excellent keynote speakers and lottery case studies to challenge us to

think **Out of the Box** when planning new RG and CSR initiatives. These sessions will prompt us to consider new ways of approaching familiar Responsible Gaming issues, whilst also highlighting the broader challenge of developing ambitious and effective CSR initiatives.

Participants will broaden their practical knowledge and benefit from the experience of those who have already developed innovative RG and CSR programmes. Participants will acquire new skills in CSR, as well as refreshing their understanding of the Responsible Gaming Standard and reporting. The EL CSR/Responsible Gaming working group is pleased to invite you to the 11th CSR/Responsible Gaming Seminar. We have a long history of delivering thought-provoking seminars and this year it will build on the great progress that has been made over the past 10 years in Responsible Gaming, and broadening our programme to include wider CSR topics.

JON KELLY



Jon Kelly has been the CEO of the Responsible Gambling Council of Canada, the largest and oldest RG organization in the world, for 20 years. RGC develops and delivers a range of youth prevention and social marketing programs. It also manages over 50 onsite centres in venues and conducts extensive applied research.

CATHERINE DEVRYE



Catherine Devrye best-selling author of 8 books translated into a dozen languages, the former Australian Keynote Speaker of the Year and Australian Executive Woman of the Year – helps others improve customer service, manage change and turn obstacles to opportunities. She's held executive roles in IBM and government and has trekked to Timbuktu and beyond Everest base camp. You'll laugh, learn and think differently about many different subjects.

ALESSIA COELI



Alessia Coeli is the key referent of division "Welfare & Social Innovation" of ALTIS – Università Cattolica del Sacro Cuore in Milan. Her interests revolve around CSR and its contribution to value creation, with a focus on employee welfare, stakeholder engagement & CSR strategy. She defines, coordinates and implements complex projects of consultancy, research and education within all kind of organizations.

The beautiful, inspiring city of Paris provides the perfect backdrop for this seminar, which will challenge us all to think Out of the Box about Responsible Gaming and CSR.

WHO SHOULD ATTEND?

The seminar will be of particular interest to all those engaged in Corporate Affairs, Public Relations and Corporate Communications activities, as well as those with a specific interest in Corporate Social Responsibility and Responsible Gaming.

WHEN?

The seminar will start on Monday, 19 September 2016 with a welcome dinner at 19:30 and end on Wednesday, 21 September around 15:00.

WHERE?

NOVOTEL PARIS VAUGIRARD MONTPARNASSE
257 rue de Vaugirard | FR – 75015 PARIS
t +33 1 40 45 10 00 | www.novotel.com

No transfers are organised.

LANGUAGE

The seminar will be conducted in English only.

COSTS

EL/WLA Lottery Members
EL/WLA Associate Members

2 nights

2'500.- CHF
2'700.- CHF

The fee includes 2 accommodation (19-21 September), all meals, meeting rooms, technical assistance, working material.

REGISTRATION

Please confirm your attendance to the EL General Secretariat no later than **August 12, 2016** by registering online through our website www.european-lotteries.org.

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