

# MARKETING SEMINAR 3 B'S OF LOTTERY MARKETING

An EL/WLA Event



## THE NEXT EL/WLA MARKETING SEMINAR IS GOING TO BE **BIG!**

Some of the world's top marketing experts will be presenting their insights into the 3 B's of lottery marketing: **BIG JACKPOTS, BIG COMMUNITIES AND BIG DATA.**

### BIG JACKPOTS



Discover the opportunities and pitfalls of marketing massive jackpots. The programme will feature expert presentations and case studies on the efficient and responsible marketing and communications of large jackpot products.

### BIG COMMUNITIES



Understand the strategies and tactics of building and developing communities around lottery offerings. Receive some of the best insights into how to use

the stories of beneficiaries in your marketing operations. Cases will include benchmarking examples from other industries and new developments in the use of social media.

### BIG DATA



Learn about the latest tools and practices in the use of data analytics and customer intelligence to bring your lottery operations to the next level and better ensure the meeting of responsible gaming standards.

**WELCOME TO THE CITY OF **BIG BEN!****

### WHO SHOULD ATTEND?

Advertising, Marketing, Sales Managers. Product and Brand Managers. Executives responsible for strategic planning, communications, technology innovation, security and corporate social responsibility.

### WHEN?

The seminar will start with a welcome cocktail on the evening of Wednesday, February 8 and end at 16:00 on Friday, February 10, 2017.

### WHERE?

The venue for this meeting and accommodation will be at: **THE BLOOMSBURY HOTEL**

16-22 Great Russell Street  
London WC1B 3NN  
t + 44 207 347 1000  
f + 44 207 347 1001

[www.doylecollection.com](http://www.doylecollection.com)

Located in central London. Transfers will not be organized.

### LANGUAGE

The seminar will be conducted in English only.

### COSTS (CHF)

	2 nights	3 nights
EL/WLA Lottery Members	2'300.-	2'600.-
Non EL/WLA Lottery Members	2'750.-	3'050.-
EL/WLA Associate Members	2'500.-	2'800.-

Fee includes two or three nights' accommodation, all meals, assistance, working material.

### REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **December 20, 2016** by registering online through our website [www.european-lotteries.org](http://www.european-lotteries.org).

The preliminary 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.

Participants also have the possibility to visit the largest International Casino Exhibition ICE, taking place at the ExCeL Centre. Registration through their website:

[www.icetotallygaming.com/conferences](http://www.icetotallygaming.com/conferences)

All participants registered to attend our Marketing Seminar will receive a **10%** discount when registering for ICE conferences.