

Hosted by

CAMELOT

INNOVATION

An EL Event



FOR THE BENEFIT OF SOCIETY

LEARN LEAN AND PUT 'START UP SPIRIT' INTO ACTION IN YOUR LOTTERY

THE WORLD IS CHANGING AROUND US, WE ALL NEED TO LEARN NEW PRACTICAL TECHNIQUES ON HOW TO MAKE INNOVATION HAPPEN. SO LET'S LEARN HOW TO THINK, TEST, LEARN, DO IN THE LOTTERY SPACE... LIKE A START UP!

... IN THE HEART OF LONDON'S TECH CITY WITH LEADING DIGITAL TRANSFORMATION AGENCY DECODED.

The start up methodology workshop will give you a practical introduction to the newest methods for developing digital products and services. We will give you an overview of cutting Edge frameworks like Lean Start Up and Google Sprint.

You will also apply your learnings in the following practical challenge:

“Create a product or service that in the coming years, will disrupt the Lottery sector“

You will work in groups with your peers from other lotteries as 'start ups' in this industry. Our facilitators will be taking you through the two days, introducing you to innovation

methodologies that help to expand your idea quickly, and efficiently.

By the end of the two days you will have:

- *an awareness of the different innovation methodologies currently out there*
- *a knowledge of the tools to speed up the pace of innovation*
- *the confidence to apply these methods in your daily work*

Decoded, a leading digital transformation agency, will facilitate the main content of the workshop, with a few added exciting speakers giving their expertise on the topic of start ups.

DECODED

WHO SHOULD ATTEND?

Your Lottery's best innovators... Mid-Senior Management who work on innovation projects. This Workshop is for **EL Lottery and Supplier Members only** with a good working knowledge of English.

Due to the practical 'hands on' nature of this event, **THE NUMBER OF PARTICIPANTS WILL BE STRICTLY LIMITED** to ensure more effective, top quality training.

WHEN?

START : Monday, December 5, 2016 at 9:00 am

END : Tuesday, December 6, 2016 at 16:00

WHERE?

VENUE
DECODED
20 Underwood Row
London N1 7LQ, UK
www.decoded.com

ACCOMMODATION (optional)
THE HOXTON SHOREDITCH HOTEL
81 Great Eastern Street
London EC2A 3HU, UK
www.thehoxton.com

Airport / hotel / venue transfers are not organised.

LANGUAGE

The workshop will be held exclusively in English.

COSTS (hotel accommodation NOT included)

EL Lottery Members **CHF 2'050.-**
EL Associate Members **CHF 2'250.-**

The fee includes meals during the workshop, meeting rooms, technical assistance and working material.

REGISTRATION

Please confirm your attendance to the General Secretariat no later than **14 October 2016** by registering online through our website www.european-lotteries.org.

The programme will be available on the EL website.

A written confirmation will be sent to you upon receipt of your registration, together with the corresponding invoice and information to receive the special hotel rate.