



EL / WLA SPORTS BETTING SEMINAR

An EL/WLA Event



WINNING IN SPORTS BETTING MODERNISING & DIGITALISING CULTURE

The 2018 EL/WLA Sports Betting Seminar will be focusing on the key concept of “*winning in sports betting*” bringing together the most up-to-date expertise and lessons learnt in key areas such as:

- **Winning in retail and omni-channel experience:** retail has always been a sustainable business source for EL/WLA Members in sports betting. We will listen to examples, best practices and lessons learnt in systems that digitise retail sports betting businesses and how making it a key element of a true omni-channel offering and “the place to be” for younger generations and young sport lovers.
- **Winning in Innovative sponsoring activation and society engagement:** All EL/WLA Members have been traditionally firm supporters of sport of all levels. We will look at how sponsoring can be innovative and engaging notably for younger audiences.
- **Winning the future of Sports Betting:** We will look at sports betting trends, innovative betting types and products, including eSports betting, virtual sports betting and daily fantasy sports. We will listen to several experts on these trends, analysing their most valuable experiences and lessons learnt.
- **Winning and innovating tradition:** Looking at the traditional game of pools and exploring how it can best attract and re-inspire!

AS ALWAYS, WE WILL ALSO DISCUSS MATTERS RELATED TO

- **World-wide Market updates,** including new markets and we will check what we can learn from other sectors, like the horse-racing sector.
- We will challenge our Premium and Semi-Premium Partners to discuss with us how a Lottery can be successful in a **true omni-channel offer.**
- **Sports Integrity:** we shall discuss the state of play with key stakeholders and actors in the field

As every year, the joint EL/WLA Sports Betting Seminar is held in conjunction with a major football event, and this year, it will be a **UEFA Europa League Final in Lyon on Wednesday 16 May 2018,** and as usual, seminar participants get tickets to the match as part of the registration package.

The number of tickets is limited, so register early to secure your place!

WHO SHOULD ATTEND?

Sports betting directors, lottery executives and collaborators responsible for sports betting, marketing and product development, odds compilers.

WHEN?

The seminar will start with a welcome dinner on the evening of Tuesday, 15 May and end on Thursday, 17 May 2018 at around 15:30.

WHERE?

ACCOMMODATION
& SEMINAR VENUE

NOVOTEL LYON GERLAND

70, Avenue Leclerc
FR – 69363 LYON
t +33 4 72 71 11 11

[> hotel website](#)

ACCOMMODATION
ONLY

IBIS LYON GERLAND

68, Avenue Leclerc
FR – 69007 LYON
t +33 4 78 58 30 70

[> hotel website](#)

The hotels are of similar category and accommodation at the seminar venue, the Novotel Lyon Gerland hotel, will be given on a first come first served basis. The hotels are located next to each other. Airport transfers are not organised.

LANGUAGE

The Seminar will be conducted exclusively in English.

COSTS

2 NIGHTS | 15 – 17 MAY 2018

EL/WLA Lottery Members

2'300.- CHF

Non EL/WLA Lottery Members

2'750.- CHF

EL/WLA Associate Members

2'500.- CHF

The fee includes two nights' accommodation, all meals, meeting rooms, technical assistance and working material. Extra nights on request only and if confirmed are to be paid directly at the hotel.

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **9 April 2018** by registering online at 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.