

PR / COMMUNICATIONS & SOCIAL MEDIA SEMINAR

An EL Event



WHERE STORIES, MEDIA AND PLATFORMS MEET

PR is a 100 year-old art or discipline built on sound foundations of truth, integrity, authenticity and storytelling – all still relevant today. However, social media in its short 20 years of existence has added new dimensions to the old art... two-way communication; followers; relationships; new industry influencers; social listening; disrupting business paradigms and marketplaces; algorithms and analytics.

Like it or not, we are living in the age of the CSO, the Chief Storytelling Officer. In the 60's we saw the rise of "flower power" in the US, generally known as People Power. The current decade could be described as the decade of Platform Power. All of the existing main Social Media players – Facebook, Instagram, Youtube, Twitter, LinkedIn – are converging to become mirrors of each other with all of them evolving to provide followers with the perfect marketplace for ideas, social interaction and influence.

Some managers believe that the aim of the game is to find an optimum sharing of their business content across each platform. This will sadly not provide a panacea for corporate communicators. Rather, it could produce an Alice in Wonderland rabbit hole down which those same communicators could fall with "plenty of time as they went down to look about and to wonder what was going to happen next."

The 2018 Zagreb PR/Communications/Social Media Seminar will address these issues not just in general terms but specifically for the gaming and lotteries sector. The format will not be traditional papers/presentations but will be built around a combination of facilitated activities, exercises, workshops, and group discussions/exchanges of experience.

Each participant will be expected to contribute accounts of actual experiences from their own lottery company covering topics such as

- Developing the corporate narrative
- Sponsorship successes and failures
- How to respond to the spread of illegal gambling offers
- Social campaigns - hits and misses
- Responding to crisis situations
- Legal risks with Social Media

So, come to Zagreb not to listen, but to work, share, exchange, confess, benchmark and, most of all, to tell stories.

WHO SHOULD ATTEND?

Top and middle management in advertising, marketing, sales, PR, corporate and public affairs, human resources, responsible gaming, corporate communication and customer dialogue and insights.

WHEN?

The seminar will start with a welcome dinner on the evening of Tuesday, March 20, 2018 and end on Thursday, March 22 at 13:00 with lunch.

WHERE?

VENUE & ACCOMMODATION

HOTEL INTERNATIONAL

Miramarska 24
10 000 Zagreb, Croatia
t +385 1 6108 800
www.hotel-international.hr

Airport transfers are not organised.

LANGUAGE

The Seminar will be conducted exclusively in English.

COSTS

2 NIGHTS | 20 - 22 MARCH 2018

EL Lottery Members **1'250.- CHF**
EL Associate Members **1'450.- CHF**

The fee includes 2 nights' accommodation, all meals, meeting rooms, technical assistance, working material. Extra nights are to be paid directly at the hotel.

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **16 February 2018** by registering online at **www.european-lotteries.org**.

The programme will be available on our website.

A written confirmation will be sent to you upon receipt of your registration, together with the corresponding invoice.