

Hosted by

**Hrvatska Lutrija**



**MARCH**  
**20 – 22, 2018**  
**ZAGREB, CROATIA**



# PR / COMMUNICATIONS & SOCIAL MEDIA SEMINAR

An EL Event



## WHERE STORIES, MEDIA AND PLATFORMS MEET

### Accommodation & Venue

#### HOTEL INTERNATIONAL

Miramarska 24 | 10 000 Zagreb, Croatia

t +385 1 6108 800

[www.hotel-international.hr](http://www.hotel-international.hr)

## Programme

**Tuesday, March 20** – Arrival of the participants (transfers will not be organized)

- 18:00 Working documents presented to participants at the EL welcome desk in the hotel lobby  
19:30 – 22:00 Welcome dinner at the Hotel International, room "Adriatic" on the ground floor

**Wednesday, March 21 (meeting room: "Adriatic" – ground floor)**

- 09:00 – 09:15 *Welcome & Introduction to the Seminar*
- **Mario MUSA**, CEO, Hrvatska Lutrija
  - **Arjan VAN'T VEER**, EL Secretary General
  - **Ray BATES**, EL Honorary President, Moderator
- 09:15 – 10:00 *Digital Transformation & its Effect on PR Communications & Social Media*  
**Nikola VRDOLJAK**, Director / Partner, 404 Agency, Croatia
- 10:00 – 10:45 *Who Owns Social Media?*  
**Stuart BRUCE**, Chart. PR FCIPR, Managing Consultant, SBA, UK
- 10:45 – 11:15 **Coffee/Networking**
- 11:15 – 12:00 *Clicks, Likes, RTs & the Battle for Attention*  
**Katie MOFFAT**, Head of Digital, the Audience Agency, UK
- 12:00 – 13:00 *If Trust is Gone?*  
**Jan DRIESSEN**, Director of Q&A | Communicatie, Advisory Board Member of Van Gogh Museum, Author "A Story to Tell?", Former Director of Communications of AEGON, Former Campaignstrategist of Dutch Prime Minister Mark Rutte, Ex-chairman of the Dutch Advertisers Association, The Netherlands
- 13:00 – 14:15 **Lunch**
- 14:15 – 15:00 *Lessons for Lotteries from How IKEA Does the Business of PR & Communication*  
**David SELIER**, Manager Public Relations & Public Affairs, IKEA B.V., The Netherlands

### 15:00 – 17:30 *Sharing of Experiences of Participants & Round Table Discussion*

For the sharing of experiences, each participant will be expected to make a short presentation to the group on:

- an example of a 2017 event or communication issue or “disaster” issue which they had to deal with ... **OR**
- an issue which they are currently dealing with that is proving difficult to resolve ... **OR**
- an issue/approach that they would like to have benchmarked against the practice in the lottery company of other participants.

These presentations should be short (max 5 minutes) and may be supported by PowerPoint presentations/videos etc. The main purpose is to provoke discussion on real issues and share/develop best practice approaches with colleagues in similar positions in other state lotteries.

Evening hosted by



18:30 Departure from the hotel by bus

**Surprise tour by Hrvatska Lutrija**

20:30 Dinner at restaurant:

**Kaptolska Klet**

Kaptol ul. 5, Zagreb

22:30 Return to the hotel by bus



### Thursday, March 22 (meeting room: “Adriatic” – ground floor)

#### 09:00 – 13:00 *Story Telling ... Dissected & Re-Assembled*

**Jack MURRAY**, Media Entrepreneur - MediaHQ.com + All Good Tales, Story Innovator, Ireland

Jack is a media innovator with over 20 years' experience at the most senior level in the communications industry. He has worked in marketing, journalism, and media relations. He is a former political spokesperson and government advisor, as well as an award-winning corporate PR practitioner.

Participants will be immersed in the Art and Craft of Story Telling and will actively participate in a series of exercises and engagements to demonstrate and assimilate such skills.

#### 13:00 – 13:30 *Seminar Review*

#### 13:30 **Lunch & Departure of participants**

*Before checking out, all participants are kindly requested to pay their personal extras such as minibar, phone, fax, as well as extra nights, etc.*