

Hosted by



**RETAIL SEMINAR  
GENEVA, SWITZERLAND  
23 – 25 OCTOBER, 2018**

An EL Event



## RETAIL FOCUS 2020

Retail will change more in the next 5 years than it has over the past 50 years. Some of the change will impact on how lottery games and services will be offered; some of the change will have no impact whatsoever on the gaming and lotteries sector. The challenge for Lottery Operators, Lottery Retailers and Partner/Suppliers is how to be sure to identify and remain focussed on **the change that matters**. It is not unlike the old adage that the marketing director knew that half of his advertising worked – he just didn't know which half.

Omni-channel seems to be the “Nirvana” for the millennials and, indeed, for GEN Z who will become the largest block of consumers in most markets during the coming decade. But people, (viz Retailers) dealing with people, (viz players) is now and will continue to be the **most popular channel for lottery players worldwide**.

There is no doubt that AI, VR, AR, bots and other cutting edge digital technologies are gradually being adopted to support the retail experience both for Retailers and customers by introducing digital into their physical. However, well-trained, well-motivated, well-served and engaged Retailers will continue to be the backbone of the lottery sales effort in the real world. And while great advances are predicted for the growth of voice technology, there remains a strong cohort of lottery players who are most at home dealing with a human voice.

**The EL Retail Seminar in Geneva** will explore both the world of bricks and the world of clicks with challenging speakers from inside and outside the lottery sector helping you to navigate your way through the human and technical developments. Retailers will also speak at the event to share their real world experience of dealing with lottery players, not to mention dealing with lottery companies as B2B Suppliers.

And remember, you will have the unique opportunity to discuss retail specifically in a lottery context with the best hands-on practitioners in the world – your fellow participants.

### WHO SHOULD ATTEND?

The seminar will be of interest to managers and professionals in lottery sales and marketing, but will also have relevance for technical and facilities managers.

### WHEN?

The seminar will start on **Tuesday, October 23, 2018** with a welcome dinner at 19:30 and end on Thursday, October 25, 2018 with lunch at 13:00.

### WHERE?

**VENUE and ACCOMMODATION:**

#### NOVOTEL GENÈVE CENTRE

Rue de Zurich 19  
CH - 1201 Geneva  
T + 41 22 909 90 00  
[www.accorhotels.com](http://www.accorhotels.com)

**Airport transfers are not organized.**

### LANGUAGE

The seminar will be conducted in **English** only.

### COSTS

**2 NIGHTS | 23 – 25 OCTOBER**

EL Lottery Members: CHF 1'450.-  
EL Associate Members: CHF 1'750.-

*The fee includes 2 nights' accommodation, all meals, meeting rooms, technical assistance, working material.*

### REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **September 15, 2018** by registering online at [www.european-lotteries.org](http://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.*