

Hosted by



FOR THE BENEFIT OF SOCIETY

EL _____ CORPORATE UNIVERSITY

INDUCTION 16 – 19 SEPTEMBER 2018 IN DUBLIN, IRELAND

FOR NEW ENTRANTS AND “CADETS” WITH UP TO THREE YEARS’ LOTTERY EXPERIENCE.

CONTENT DESIGNED TO RESPOND TO THE NEEDS OF NEW ENTRANTS AND RECENTLY RECRUITED LOTTERY PROFESSIONALS FROM SUPPORT LEVEL UP TO SENIOR MANAGEMENT LEVEL ACROSS ALL UNITS/TEAMS OF A MODERN LOTTERY COMPANY.

THE CONTENT

Over two and a half days, participants will be exposed to the full range and extent of lottery organisation, games, activities, channels and development, together with an extensive overview of all aspects of the regulatory and competitive environment of the total gaming market in which lotteries compete and operate in Europe. All of this within the context of the strategy of EL and the model it stands for.

PARTICIPANTS WILL RECEIVE A COMPLETE UNDERSTANDING OF...

- What lotteries are; what they do, and why they exist
- How a lottery should be organised so that it will best respond to the needs of customers, agents, suppliers, general public, media and Regulator.
- What makes a great lottery game, and why some lottery games work and other games don't
- How can the future of sports betting and revenues be guaranteed
- Why is responsible gaming and the wider scope of CSR important for Lotteries
- Retailing
- Digital marketing and connecting with the player
- Player profiles
- Draws and leveraging the power of television
- Advertising and Marketing ... how to break through the noise
- Understanding the Legal and integrity world of Gaming
- PR, Communication, Social Media and Storytelling

In addition to formal presentations there will be Case Studies with plenty of interaction as well as Design Exercises with all participants presenting solutions to the class.

WHO SHOULD ATTEND?

Recently recruited lottery entrants across all disciplines and functions.

The content would also be very useful and attractive to staff of EL partners/suppliers as well as national Gaming Regulatory staff.

While the main target of the ELCU - Induction is new entrants with up to three years' experience, participants with more lottery experience would find the content interesting, both in its extent and breath, as well as from an international benchmarking perspective. All presentations and exercises/case studies will be in English.

WHEN?

The event will start on Sunday, September 16, 2018 with a welcome dinner at 20:00 and end on Wednesday, September 19 at around 13:00 with lunch.

WHERE?

HILTON DUBLIN
Charlemont Place, Dublin 2, Ireland
t +353 (0) 1 402 9853 | www.hilton.com/dublin

Airport transfers are not organized.

PRESENTATION TEAM

Ray Bates, EL Honorary President and past Director of the Irish National Lottery, will lead a team of ten very experienced speakers and experts, all of whom work or have worked as senior lottery officials or as advisors to lottery management addressing strategic and tactical gaming issues.

IMPORTANT LIMIT

Because of the nature of the teaching/learning dynamic, including team presentation of results of case/design exercises, the total number of participants for the event must be limited to 50. This limit will be strictly enforced. EL reserves the right to limit the total number of participants from any one lottery, or Supplier/Partner.

COSTING

For this EL Corporate University, no Registration or Course fees will be payable. Participants will only be required to pay for their own travel and transfer costs.

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **August 15, 2018** by registering 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.