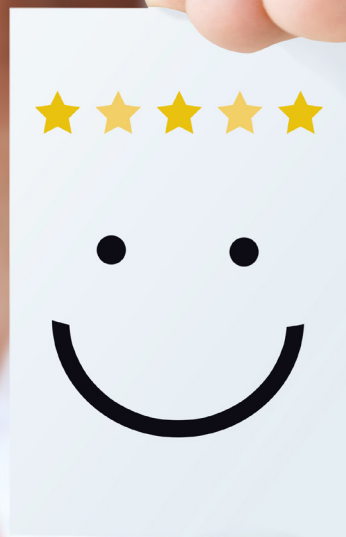


Hosted by



# EL INNOVATION METHODOLOGY WORKSHOP

NOVEMBER 28 – 30, 2018  
VIENNA, AUSTRIA



An EL Event



## IMPROVE & CHALLENGE YOUR CUSTOMER – EXPERIENCE – PROCESS

Successful companies design their customer experience actively. Building strong emotional relationships is of decisive importance for the success of our lottery business in the future.

Whether you are already on the road or you are a complete newbie in including customer experience in your business processes this workshop will bring you to the next level.

The topics spread from the question of what **CX/UX (customer experience / user experience)** means for branding to the different personas of your customers. You will dive into tools and methods for CX and UX in hands on sessions. In addition, Lottery experts will take you on a tour through their learnings with integrating cx-methods into their company. They will give you an insight into the fascinating possibilities of CX and UX in this exciting workshop with practical application examples. Participate in their success stories!

Dealing with customer experience means dealing with people. With their needs and their motivation. So the first important step is learning more about yourself and your personal needs and motivation in order to understand your customers and identify the moments of truth along the customer journey.

### YOUR TAKEAWAYS WILL BE

- Key knowledge design thinking and customer/user experience design
- Insight into the strong tool of PCM® Process Communication Model, necessary for designing customer experience and as a nice side effect, very helpful for your daily business
- Your personal process communication model profile
- Live customer interview and UX test and reflection session
- Insights from different lotteries at different stages in including CX into their processes

### WHO SHOULD ATTEND?

Marketing managers, product developers, product owner or IT developers up to middle management. CX enthusiasts and customer management experts.

Everyone who works either directly with the customer or on products or services for the customer.

**The maximum number of participants will be strictly limited to 40 persons** to ensure high quality training.

### WHEN?

**START** : Wednesday, November 28 at 19:30  
with a welcome dinner at the hotel

**END** : Friday, November 30 at 16:00

### WHERE?

**VENUE**  
**WEXELERATE**  
Praterstrasse 1  
1020 Vienna, Austria  
[www.wexelerate.com](http://www.wexelerate.com)

**ACCOMMODATION**  
**4 minutes by foot from venue**  
**NOVOTEL WIEN CITY**  
Aspernbrückengasse 1  
1020 Vienna, Austria  
[www.accorhotels.com](http://www.accorhotels.com)

*Airport-venue-hotel transfers are not organised.*

### LANGUAGE

Due to the nature of this event, all attendees must confidently speak English.

### COSTS

**2 NIGHTS | 28 - 30 NOVEMBER, 2018**

EL Lottery Members	CHF	1'950.-
EL Associate Members	CHF	2'150.-

*The fee includes 2 nights' accommodation, meals during the seminar, meeting rooms, technical assistance and working material including your personal PCM profile.*

### EVENT FACILITATOR

CX Agentur- Vienna-based customer experience specialist and agency partner of Austrian Lotteries.

### REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **October 19, 2018** by registering at [www.european-lotteries.org](http://www.european-lotteries.org).

The programme will be available on the EL website.

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