



MARKETING SEMINAR

An EL/WLA Event



# What's New? What's Hot? What's Not?

Venue & Accommodation

MARRIOTT HOTEL GROSVENOR SQUARE  
Grosvenor Square, Mayfair, London W1K 6JP, UK  
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## PROGRAMME

**Wednesday, February 6** - Arrival of the participants (transfers will not be organized)

18:00 - ~22:00 Working documents presented to participants - "Whitehall Suite" – followed by welcome reception & dinner

### **Thursday, February 7 – Meeting room "Belgrave/Chester"**

09:00 - 09:10 *Welcome & Introduction to the Seminar*  
**Huib VAN BOCKEL**, Moderator

09:10 - 09:30 *Welcome Addresses*

- **Richard BATESON**, Senior Vice President, International, Camelot UK Lotteries Ltd., UK
- **Hansjörg HÖLTKEMEIER**, EL President
- **Rebecca PAUL HARGROVE**, WLA President

09:30 - 10:15 **KEYNOTE**  
*Combining AI & Traditional Marketing to Build a Better Brand & Tell Better Stories*  
**Martin ADAMS**, CEO of Codec.ai, Marketing & Innovation Advisor, UK

10:15 - 11:00 *The 10 Marketing Trends that you Need to Know for 2019*  
**David CAYGILL**, Managing Director Innovation Division, Iris Worldwide, UK

11:00 - 11:30 Coffee/Networking – Eaton Room

11:30 - 12:45 *Italian Ban on Gambling Ads - How to Deal Successfully with Marketing Restrictions*

- **Valerie PEANO**, Institutional Relations Counsel, Sisal S.p.A., Italy
- **Beata GUZIK**, Director EU Public Affairs & **Philippe VLAEMMINCK**, Managing Partner, Pharumlegal, Belgium
- **Tommaso DI GIOVANNI**, Director Market Activation & Support, Philip Morris International, Switzerland

12:45 - 13:00 *Women's Initiative in Lottery Leadership (WILL) Contribution*  
**Rebecca PAUL HARGROVE**, WLA President

13:00 - 14:15 Lunch & Networking – Eaton Room

14:15 - 15:00 **KEYNOTE**  
*An Outside Perspective from an Insider*  
**Marcel RIBBENS**, Former Global Client Partner at Facebook, Business Leader Sports Betting at Nederlandse Loterij Organisatie & CMO at Nederlandse Staatsloterij, the Netherlands

- 15:00 - 15:30 *CEOs Panel Discussion: Hot or Not? Future of Multi-jurisdictional Games*
- **Richard BATESON**, Senior Vice President, International, Camelot UK Lotteries Ltd., UK
  - **Mark MICHALKO**, Executive Director, North Carolina Education Lottery, USA
  - **Robert CHVÁTAL**, CEO, Sazka a.s., Czech Republic

15:30 - 16:00 Coffee/Networking – Eaton Room

- 16:00 - 16:30 *Bringing to Life our New Brand Architecture*  
**Hayley STRINGFELLOW**, Head of Brand Marketing, Camelot UK Lotteries Ltd., UK

- 16:30 - 16:45 EL Level I Partner & WLA Platinum Contributor - INTRALOT  
*Managing the Ever-Changing Landscape: Trends vs. Fads*  
**George VASSILARAS**, Group Strategic Accounts Director, Greece

- 16:45 - 17:00 *Wrap up of the Day*  
**Huib VAN BOCKEL**, Moderator



Evening hosted by **CAMELOT**

- 18.45 Departure from the hotel lobby to the restaurant  
(25 minutes by foot)
- 19.30 Dinner at **TAS BLOOMSBURY**  
Bloomsbury Street 22 – London

### Friday, February 8 – Meeting room “Belgrave/Chester”

- 09:00 - 09:10 *Opening*  
**Huib VAN BOCKEL**, Moderator

- 09:10 - 10:00 **KEYNOTE**  
*The Importance of Speed in the Creative Process*  
**Jeroen VAN ECK**, Founder, Joe Public Take-Away Advertising, the Netherlands

- 10:00 - 10:30 *US Perspective on Instant Games*  
**Sarah TAYLOR**, Executive Director, Hoosier Lottery, USA

- 10:30 - 10:45 EL Level I Partner & WLA Platinum Contributor – SCIENTIFIC GAMES  
*Hot! Then and Now: Spot the Difference!*  
**Liga MAGDALENOKA-KEEN**, European Insights, UK

- 10:45 - 11:10 *Engaging Players through Digital Transformation*  
**Joan HALLINAN**, Senior Digital Marketing Manager, Camelot Global, Ireland

11:10 - 11:40 Coffee/Networking – Eaton Room

- 11:40 - 12:00 *What's Hot & What's Not in Social Media Presence Today*  
**Zoe CAIRNS**, CEO at ZC Social Media, International Social Media Speaker, Trainer & Consultant, UK

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- 12:00 - 12:15 [EL Level I Partner & WLA Platinum Contributor - IGT](#)  
*Are The BATs & FAANGs Biting Yet?*  
**Sharon DUNCALF**, VP Marketing Operations, UK
- 12:15 - 12:40 *Successful Marketing Stories from Smaller National Markets*  
**Nedim HAMZIĆ**, Head of Public Relations & Standardization, Lottery of Bosnia & Herzegovina
- 12:40 - 13:15 *Mega Millions: A Case Study on International Resellers*  
**Gordon MEDENICA**, Director, Maryland Lottery, USA
- 13:15 - 13:30 *Review & Close*  
**Huib VAN BOCKEL**, Moderator
- 13:30 - 15:00 Departure Lunch/Networking – Eaton Room

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

January 22, 2019