



THE
EUROPEAN
LOTTERIES

FOR THE BENEFIT OF SOCIETY

EL _____ CORPORATE UNIVERSITY

EXECUTIVE 1 – 3 APRIL 2019 IN LAUSANNE, SWITZERLAND

EL is pleased to bring you the second Module of the programme, **ELCU – EXECUTIVE** which will be held and hosted by EL in Lausanne, Switzerland on 1 – 3 April 2019.

The **ELCU – EXECUTIVE** will be held over 1½ days and is designed for professional staff from Lottery Operators, Suppliers and Regulators who have sufficient experience to actively and usefully participate in, and contribute to, round-table discussions on case studies exploring and analysing critical Lottery topics.

The event will commence with a half-day of formal presentations on selected topics such as Innovation, Security and Integrity, Gaming Regulation, plus an informal public Interview/debate with two eminent Lottery Directors.

These presentations will be followed by one full day of Case Studies covering all of the principal areas and activities of a modern lottery, including topics such as Relationship between Lottery and Regulator; development of corporate Risk Register; Privatisation or Commercialisation of lotteries; Market Research design and use; Game Design and add-on Draw Games; Retail

outlet selection, commission and incentive schemes; Electronic versus physical draws; PR and Communication; management of the “public face” of the lottery and similar relevant and current topics.

Each Case Study will be allocated 30 minutes, half of which will be spent by the participants in group discussions in teams and half in full plenary session led by the Moderator.

Participants will be allocated to teams of 7 people ensuring a good mix of experience and skills. These teams will be regularly reconstituted and reformed during the day, mixing people and skills to keep the discussions fresh and dynamic and to give participants the maximum opportunity to make new contacts and to network.

Participants should have 5 years or more experience which should include at least two years' experience in a middle management (executive) role within their lotteries. Numbers may be limited to facilitate efficient and effective group work and debate.

WHO SHOULD ATTEND?

Participants should be lottery professionals across all disciplines and functions with 5 years or more experience including at least two years' experience in a middle management (executive) role within their lotteries.

The content would also be very useful and attractive to staff of EL partners/suppliers as well as national Gaming Regulatory staff. All presentations and exercises/case studies will be in English and participants should have a good working knowledge of English to benefit fully from the programme.

WHEN?

The event will start on Monday, April 1, 2019 with a welcome dinner at 20:00 and end on Wednesday, April, 3 at around 13:00 with lunch.

WHERE?

HOTEL DE LA PAIX

5, Avenue Benjamin Constant
1003 Lausanne, Switzerland

t +41 21 310 71 71 | www.hoteldelapaix.net

Airport transfers are not organized.

PRESENTATION TEAM

Ray Bates, EL Honorary President and past Director of the Irish National Lottery, will moderate the event which will include presentations from Lottery and subject matter experts as well as a full day of guided Lottery-based case studies.

IMPORTANT LIMIT

Because of the nature of the teaching/learning dynamic, including team presentation of results the total number of participants for the event may be limited.

EL reserves the right to limit the total number of participants from any one lottery, or Supplier/Partner.

COSTING

For this **EL Corporate University – EXECUTIVE** module, 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 **March 1, 2019** 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.