

Hosted by



NOVEMBER 5 – 7, 2019 / HELSINKI, FINLAND

INNOVATION SEMINAR

An EL Event



BUILDING THE FUTURE

PRACTICAL APPLICATION OF EMERGING INNOVATION TRENDS

In a world where customers are more connected, more tech savvy and more demanding than ever before, innovation has never been so crucial. Increasing consumer expectations and the rate of technological change makes it harder to keep lottery players engaged and recruit new generations.

EL's bi-annual Innovation Seminar is the industry's largest gathering of lottery innovation practitioners and with fully tailored content it is one event not to miss. This year we are hosted by Veikkaus, one of the most innovative lotteries in EL.

The event has been completely re-designed to focus on practical, hands on experiences. Your time will be split between inspiring keynote presentations and classroom pod sessions in small groups. You will not only learn about the latest trends, but also get to experiment with the new technologies and apply them to your lottery.

At this event, you will learn what your consumers want, how technology is enabling play and how your lottery can win the future through:

- Identify the macro trends influencing lottery players
- Explore the technologies enabling innovation (e.g. artificial intelligence, augmented reality, biometrics, social gaming & commerce, voice interfaces and chatbots)
- Highlight the opportunities and threats for your lottery
- Provide you with hands-on experience with emerging technologies & tools
- Practically apply what you have learned to your innovation agenda
- Enable you to connect, collaborate and learn with the EL community

In addition to this packed and engaging event schedule, all participants are invited to a networking show and dinner like no other held at the Casino Helsinki; the perfect opportunity to unwind, reflect on learnings and make new connections with like-minded lottery professionals across EL.



Iris are a global innovation & marketing consultancy with specialist experience in both lottery and leading consumer brands. Iris have presented and facilitated a number of EL events including the Marketing Seminar 2019 and the Innovation Showcase Day 2018.

WHO SHOULD ATTEND?

The seminar is for the EL community (EL Lottery and Supplier Members) including lottery professionals involved in innovation, game & service design, strategy, marketing, product management, sales management, customer experience and change management.

WHEN?

START Tuesday, November 5 at 19:30
with a welcome dinner at the hotel

END Thursday, November 7 at around 13:00
followed by lunch

WHERE?

VENUE
WANHA SATAMA
Pikku Satamakatu 3-5, PL 121
00161 Helsinki, Finland
www.wanhasatama.fi

ACCOMMODATION
12 minutes by foot from venue
HOTEL HAVEN
Unioninkatu 17
00130 Helsinki, Finland
www.hotelhaven.fi

Airport-venue-hotel transfers are not organised

LANGUAGE

The seminar will be conducted in English.

COSTS

2 NIGHTS | NOVEMBER 5 – 7, 2019

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. Any extra nights are on request and if confirmed are to be paid directly at the hotel

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **October 1, 2019** by registering at 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.