

# EL CORPORATE UNIVERSITY EXECUTIVE



**THE EUROPEAN  
LOTTERIES**  
FOR THE BENEFIT OF SOCIETY

**28 – 30 OCTOBER 2020**

The EL Corporate University (ELCU) will be continued and has developed a virtual version of the ELCU – EXECUTIVE module, now called ELVCU – EXECUTIVE.

ELVCU - EXECUTIVE is a Case-based virtual professional development programme, designed for professional staff from EL Lottery Members and Suppliers who have sufficient experience to actively and usefully participate in, and contribute to, group discussions on a set of Lottery-based Case Studies. Participants should have 5 years or more experience in the Lottery sector which should include at least two years' experience in a middle management (executive) role within their lotteries.

This module of the EL Virtual Corporate University programme will be held over three mornings from 28 to 30 October 2020, beginning at 09h30 CET and ending at 12h00 CET. Participants will be required to log in to the dedicated EL platform and actively participate in breakout teams where their experience and backgrounds will complement those of their fellow team members to produce team solutions and commentaries for a series of Case Studies.

There is no place for "observers" on this ELVCU module; all participants must have a good working knowledge of English and must be ready to actively contribute to the work of the breakout groups.

## WHO SHOULD ATTEND?

Participants should be lottery professionals across all disciplines and functions with 5 years or more experience in the Lottery sector including at least two years' experience in a middle management (executive) role within their lotteries. The same goes for participants from EL associate members. Participants should have a good working knowledge of English to benefit fully from the event.

## WHEN?

The event will be held on each of the three mornings 28, 29 and 30 October 2020 from 09h30 to 12h00 CET. Participation in all sessions is required.

## HOW?

The ELVCU - EXECUTIVE module will be delivered via a dedicated EL platform.

## TECHNICAL REQUIREMENTS

All applicants must have specific hardware/software/telecommunications facilities that will be verified following application, and before acceptance for participation in the ELVCU-Executive module.

The event will commence with a round table interview with the EL President, Hansjörg Höltkemeier and Romana Dernovšek President and CEO of the Slovenian lottery and member of the EL Executive Committee. This will be followed by a series of Case Studies covering all of the principal areas and activities of a modern lottery, including topics such as Relationship between Lottery and Regulator; Risk Management and Corporate Risk Register; Privatisation or Commercialisation of Lotteries; Synthetic Lotteries; Market Research; Game Design and Add-on Draw Games; Retailer Network Management; Electronic versus Physical Draws; PR, Communication and Crisis Management Issues; Online Gaming and similar relevant and current topics.

Each Case Study will be allocated 45 minutes, half of which will be spent by the participants in virtual breakout group discussions and half in full plenary session led by the Moderator, Ray Bates. Participants will be allocated to teams of no more than 8 participants ensuring a good mix of experience and skills. These teams will be regularly reconstituted during the event 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.

Following registration, four Case Studies will be distributed in advance to facilitate preparation and "research" by participants within their own lotteries.

## MODERATOR

Ray Bates, EL Honorary President and past Director of the Irish National Lottery, will moderate the event.

## 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.

## COST

For this ELVCU – EXECUTIVE module, the fee payable will be 300.- CHF for each participant from EL Member Lotteries and 450.- CHF for each participant from a Supplier/Partner.

## REGISTRATION

Please confirm your attendance to the EL Secretariat no later than 21 October 2020 by registering at [www.european-lotteries.org](http://www.european-lotteries.org).

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