

# EL CORPORATE UNIVERSITY INDUCTION



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY

## PROGRAMME

### Monday, February 1 (start at 09.30 CET) – Day 1

09.30 – 09.50	WELCOME & BRIEF INTRODUCTION OF E-PARTICIPANTS
09.50 – 10.00	HISTORY OF LOTTERIES <b>Evgeniy Vlasenko</b>
10.00 – 10.45	SETTING THE SCENE – OVERVIEW OF STATE LOTTERY <b>Ray Bates</b>
10.45 – 10.50	BREAK
10.50 – 11.45	CSR <b>Laura Da Silva Gomes &amp; Romana Dernovšek</b>
11.45 – 12.30	LOTTERY GAMES <b>Ray Bates</b>  <b>Game design exercise introduced</b> <i>The Teams platform will be available in the afternoon for groups to work together</i>

### Tuesday, February 2 (start at 09.30 CET) – Day 2

09.30 – 10.30	COMPLETE THE GAME DESIGN EXERCISE & PREPARE PRESENTATIONS <b>Ray Bates</b>
10.30 – 11.05	TEAMS TO PRESENT SOLUTIONS AND BE ASSESSED <b>Ray Bates</b>
11.05 – 11.10	BREAK
11.10 – 11.50	MARKETING <b>Richard Bateson</b>
11.50 – 12.30	MULTI-JURISDICTIONAL GAMES <b>Peter Voets</b>

### Wednesday, February 3 – NO COURSE – Day 3

### Thursday, February 4 (start at 09.30 CET) – Day 4

09.30 – 10.40	NEW WAYS OF ENGAGING WITH CUSTOMER + CASE STUDIES <b>Aki Järvinen</b>
10.40 – 11.55	PR & STORYTELLING + CASE STUDIES (including 5 MINUTE BREAK) <b>Jack Murray</b>
11.55 – 12.30	MARKET RESEARCH <b>Ray Bates</b>

### Friday, February 5 (start at 09.30 CET) – Day 5

09.30 – 10.10	OMNI-CHANNEL <b>Roger Soleim</b>
10.10 – 10.55	RETAIL <b>Ronan Neary</b>
10.55 – 11.00	BREAK
11.00 – 11.45	SPORT <b>Christian Kalb</b>
11.45 – 12.30	LEGAL/EL <b>Arjan van't Veer &amp; Lucy Lenaers-Mathieson</b>

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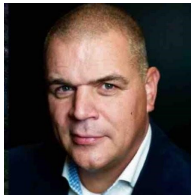
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## TEAM

(click on the bio of the speaker for their LinkedIn profile)



**Ray Bates** is the Honorary President of EL. He served as Director of the Irish National Lottery from 1988 to 2006. He was EL President for 6 years and served on the Board of the WLA for 4 years.



**Arjan van't Veer** is EL Secretary General since 2017. He started his career in the world of lotteries at the Nederlandse Staatsloterij in 1998. He served as the Director of Corporate Affairs at Nederlandse Loterij where his responsibilities included notably all corporate communications, legal affairs, sponsorships and responsible gaming. Following his law studies, he obtained a doctoral degree on gambling regulation from the Erasmus University Rotterdam.



**Evgeniy Vlasenko** is a Member of the Board, and has been General Manager at MSL, the Ukrainian National Lottery Operator since 2011. He is a member of the EL Executive Committee and is Chair of the EL Education Working Group.



**Laura Da Silva Gomes** is the Founder Director of Silverfish CSR and DigitalRG.net. She works specifically on sustainability, responsible gaming and innovation with lotteries from all over the world as well as other industries interested in sustainable development. Silverfish CSR Ltd is an agency helping businesses grow in a responsible way. DigitalRG.net is the only membership-based cloud platform for responsible gaming & CSR specifically developed for the lottery industry.



**Romana Dernovsek** is the President and CEO of Slovenia State Lottery. She is a member of the EL Executive Committee and is the Supervisory Chair of the CSR and Responsible Gaming Committee. Prior to taking on the role of CEO in 2013, Romana held the position of Strategic Marketing, Sales and Logistics Director in her Lottery.



**Richard Bateson** is currently the Chief Commercial Officer with Jumbo Interactive Limited. He is also Executive Director of Hector Consulting Limited. Prior to that he was Commercial Director at Camelot UK. Since 2001 Richard has served in a number of capacities within the Camelot Group. He was Controller of Game Development & scratchcards 2007 – 2009 and was Camelot UK Lotteries Marketing Director from 2009 to 2012.

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**Peter Voets** is the Chief Marketing & eCommerce Officer at the Loterie Romande in Switzerland. He has had an extensive marketing career in the travel sector, working with EasyJet, Rail Europe and CGN. He also serves as a member of the Management Committee of EuroMillions and leads the EuroMillions Innovation Group.



**Aki Järvinen**, Ph.D, is a researcher, designer, and technologist with 20 years of experience with interactive media. He works at Digital Catapult in London helping UK companies adopt immersive technologies into their business. In the past he worked with Veikkaus, the Finnish National Lottery, in product development roles and between 2011 and 2017 coached 'the Young Lions' as part of the EL Congress programme.



**Jack Murray** is CEO and Founder of All Good Tales. He is a Media Entrepreneur and Story Innovator. He has over 20 years' experience at the most senior level in the Irish communications industry. He has worked in marketing, journalism, and media relations. In 2016, Jack created All Good Tales, after realising that communications was entering a golden age of storytelling, and that those with the best stories succeed. Jack is a regular presenter at EL Seminars and has provided Consultancy Services to Lottery companies in Europe.



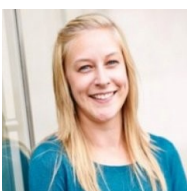
**Roger Soleim** is the Head of Omnichannel distribution at Norsk Tipping. He has worked at the Norwegian National Lottery for the past 12 years, during which time he also served as Sales Manager, and as Team Leader for "Nabolaget" the Neighbourhood Game.



**Ronan Neary**, is the National Account Director, Premier Lotteries Ireland. Ronan has been with the National Lottery for the past 5 years holding senior roles in Retail and Sales. Prior to joining the Lottery he worked as Customer Business Manager with the Valeo food group and as a key account manager with Coca-Cola.



**Christian Kalb** is an expert of the sports betting industry and the governance of sports organisations. Over the last fifteen years, he has worked on sports integrity, in particular on the fight against doping and match-fixing. Creator and Director of CK Consulting, company specialised on strategy with regards to sport and gaming, he has been working for various governments in Europe, Asia and Africa on regulatory issues, as well as for European institutions.



**Lucy Lenaers-Mathieson** is the Communications Officer at the EL for the past 2 years. Prior to joining EL, Lucy worked as Communications manager in a number of European organisations including The Health and Environment Alliance (HEAL) - the leading not-for-profit organisation addressing how the environment affects human health in the European Union (EU) and beyond.