

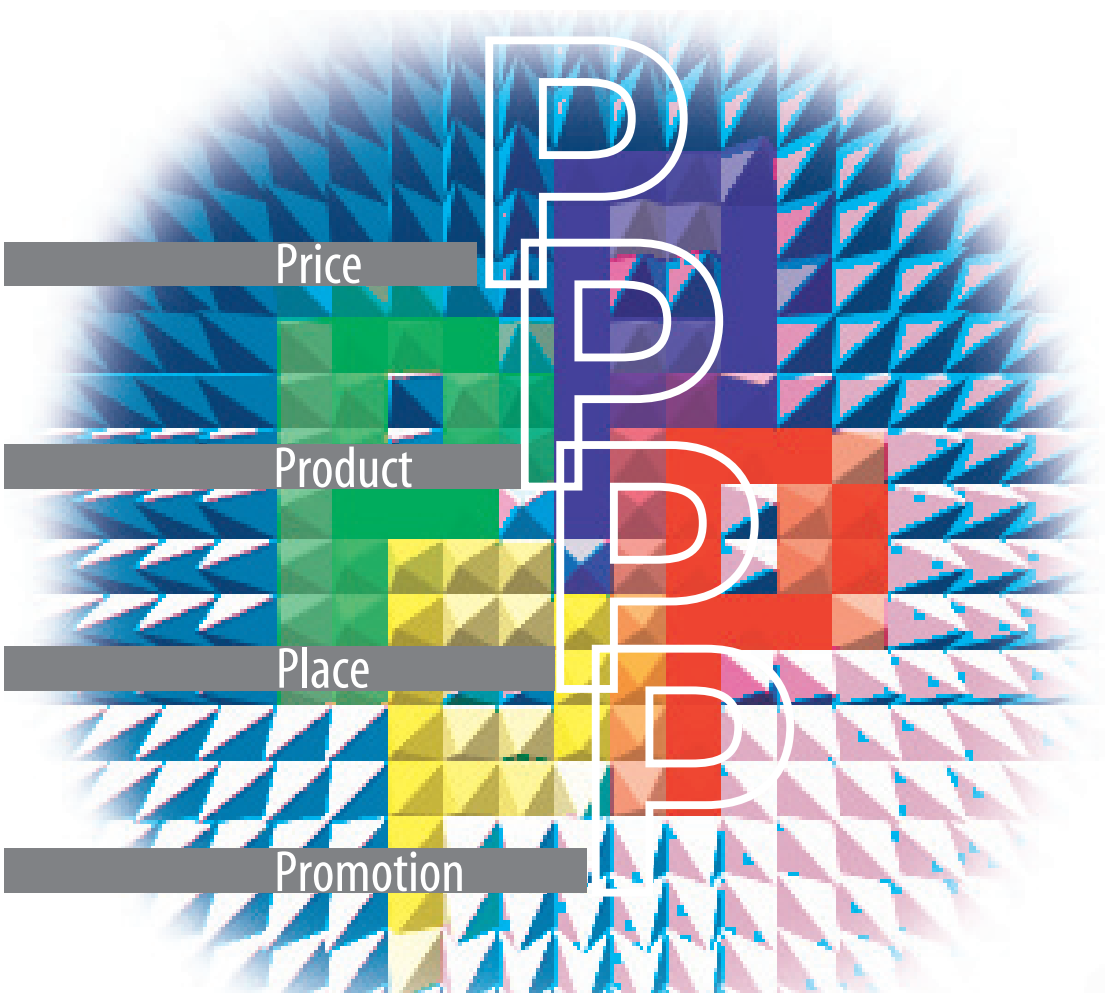


Hosted by



27 - 29 January 2010  
London / UK

Marketing **"Are  
the 4Ps  
in balance?"**



... the 4Ps... are they in balance in your Marketing Plan and activities



## "Are the 4Ps in balance?"

Conceptually, every marketing plan and marketing strategy cover these four important elements: price, product, POS and promotion. But, in your organisation, to what extent are they complementary?

### **In balance?**

- Do you develop and distribute the right product and at the right price? Is your product mix in balance with the price point and the prize structure?
- Do you have the right promotion mix in balance with the product and the POS? Or could valuable assets be used in a more efficient way?
- Does innovation in product development merge with the innovation at the POS and in promotional activities?

Introducing the right product at the right time at the right price.

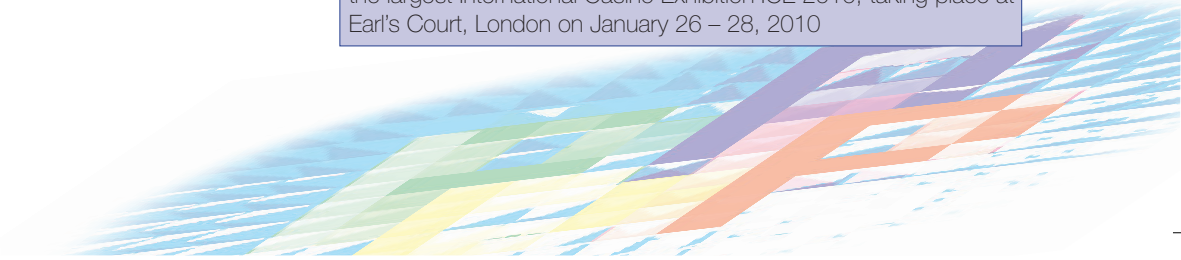
Traditional networks, Internet, mobile betting, Interactive TV, institutional sales, joint ventures, self-service kiosks, niche marketing, promotion and advertising customization, staggered price points, ... the 4Ps take many different faces, many different angles and pose compounded challenges.


### **These issues and more will be covered in the next *EL/WLA Marketing Seminar* to be held in London, January 27-29, 2010**

Get ready to discuss the above as well as the following:

- Internet sales
- The traditional POS
- new and existing channels of distribution
- promotion and advertising
- sales incentives,
- issues and challenges and corporate social responsibility
- gaming parlors,
- new technologies

Participants also have the possibility to come one day earlier to visit the largest International Casino Exhibition ICE 2010, taking place at Earl's Court, London on January 26 – 28, 2010





**Who should attend?** Product Managers, Advertising, Marketing, Sales Managers.  
Executives responsible for Strategic planning, communications,  
technology innovation, security and corporate social responsibility.

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**When?** The seminar will start with a welcome dinner on the evening of  
Wednesday, January 27 and finish in the late afternoon on Friday,  
January 29.

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**Where?** The venue for this meeting and accommodation will be at:

**The Bloomsbury Hotel** (Formerly Jurys Great Russell Street Hotel)  
16-22 Great Russell Street  
London WC1B 3NN  
Tel: + 44 207 347 1000  
Fax: + 44 207 347 1001  
[www.doylecollection.com](http://www.doylecollection.com)

Located in central London.  
Transfers will not be organized.

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**Language** The Seminar and sessions will be conducted in English only.

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**Costs** *EL*/WLA Lottery Members: CHF 2'300.–  
Non *EL*/WLA Lottery Members: CHF 2'800.–  
*EL*/WLA Associate Members: CHF 2'700.–

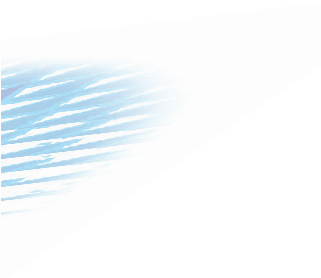
Fee includes two nights' accommodation, all meals, meeting rooms,  
technical assistance, working material

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**Registration** Please confirm your attendance to the General Secretariat no later  
than **15 December 2009** by returning the registration form on the  
back of this leaflet; or register on-line through our website  
[www.european-lotteries.org](http://www.european-lotteries.org)

The program will also be available on the website.

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



# REGISTRATION FORM: (please print)

**On-line registration at [www.european-lotteries.org](http://www.european-lotteries.org)**

**Registration deadline: December 15, 2009**

**(cancellations after the registration deadline will be charged)**

First Name: ..... Family Name: .....

Position: .....

Arrival date: ..... Departure date: .....

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First Name: ..... Family Name: .....

Position: .....

Arrival date: ..... Departure date: .....

Lottery / Company: .....

Address: .....

Tel: ..... Fax: .....

E-mail address: ..... Signature: .....

## Please send to:



Fax: +41 21 312 30 11 or mail to our office address:  
European State Lotteries and Toto Association  
Avenue de Béthusy 36  
CH - 1005 Lausanne

## For more information and queries, please contact:

Bernadette Lobjois, Secretary General

European State Lotteries and Toto Association

Phone: +41 21 311 30 25 Fax: +41 21 312 30 11 E-mail: [info@european-lotteries.org](mailto:info@european-lotteries.org)

or

the WLA Business Office in Basel: Nadia Melileo, WLA Event Coordinator

Phone: +41 61 284 15 02 Fax: + 41 61 284 13 50 E-mail: [nm@world-lotteries.org](mailto:nm@world-lotteries.org)