



BROCHURE

Today's uncertain world faces growing economical, societal, and environmental challenges. Over the last two years lottery operators have proved their resilience and found innovative solutions to continue providing regulated and responsible services to their players during the pandemic. Today's uncertain economic situation brings another challenge that lottery operators have to cope with. This includes for example the advertisement bans, changing consumer preferences and trends. It is clear that Lotteries are definitely facing turbulent times. And maybe even more than ever before.

Lotteries need to adapt their marketing strategies and seek new opportunities in time of crisis. How should Lotteries retain the interest of existing players and attract new ones under these uncertain economic developments? What is the new and right marketing mix? What does the future hold further?

After three years, **EL and WLA are pleased to invite you back to London for the 2023 in person Marketing Seminar**. Participate, connect and meet old and new colleagues!

The Marketing seminar runs partially in parallel with ICE London from February 7–9, 2023 – [Find out more here](#).

WHO SHOULD ATTEND?

Advertising-, Marketing-, Sales-Managers, Product & Brand Managers, Retail Experts, Digital Experts, CEO/COO/CFO.

WHEN?

The seminar will start on Wednesday, February 8, 2023 with a welcome reception in the evening and end on Friday, February 10 at around 13:30 with a farewell lunch.

WHERE?

[Shaw Theatre and Pullman Hotel London St Pancras](#) (100–110 Euston Road, NW1 2AJ, London, UK).

(Airport) Transfers are not organised.

ACCOMMODATION

Unlike previous editions of this event, **participants are requested to book their own accommodation**. Options include the Pullman Hotel London St Pancras directly, where you may wish to take advantage of our preferred rate for the nights 8 & 9 February (limited availability) by indicating our reservation code (indicated in the invitation email and in the web form together with the contact details) when making your booking.

Please note that to obtain the preferred rate, the rooms are to be **pre-paid upon reservation, and are non-cancellable, non-amendable and non-refundable**. Availability on a first come, first serve basis.

Other hotels close to the Shaw Theatre, are for example:

[Premier Inn London Euston Hotel](#)

[Premier Inn London St Pancras](#)

[Travelodge London Central Euston](#)

COSTS

EL/WLA Lottery Members	1,985.- EUR ex. VAT
EL/WLA Associate Members	2,100.- EUR ex. VAT
Non EL/WLA Members (<i>upon approval by the organisers</i>)	2,985.- EUR ex. VAT

*The fee includes participation in the seminar (8–10 February). **The fee does not include hotel accommodation.***

REGISTRATION

Please confirm your attendance to the EL Secretariat no later than **January 20, 2023** by [registering online](#) through the EL website. A confirmation will be sent to you upon receipt of your registration, together with the invoice.