



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Marketing Seminar 2024

February 5-6 – London | UK

PROGRAM

Venue: Shaw Theatre & Pullman Hotel London St Pancras
(100-110 Euston Road, NW1 2AJ, London, UK – [website](#))



Monday, February 5

11:30 – 13:45	WLA/EL WELCOME DESK NOBEL SUITE ground floor PULLMAN HOTEL ST PANCRAS
12:00 – 13:45	WLA/EL WELCOME LUNCH NOBEL SUITE ground floor PULLMAN HOTEL ST PANCRAS
13:45 – 14:00	Doors Open & Welcome to the Seminar SHAW THEATRE Rebecca PAUL , WLA President Romana GIRANDON , EL President Welcome and kick off by the moderators Luca ESPOSITO , WLA Executive Director Arjan VAN 'T VEER , EL Secretary General
14:00 – 14:45	KEYNOTE <i>The Future Ready Mindset – How to Win in a World of Change</i> Allister FROST , Future Ready Mindset Expert, Microsoft's first ever Head of Digital Marketing Strategy, UK
14:45 – 15:05	<i>Let's Start Dreaming about AI Campaigns and Enjoy Playfulness</i> Muriel GRUBE , Draw Campaign Manager & Bénédicte LOBELLE , Marketing Director, Loterie Nationale, Belgium
15:05 – 15:25	<i>Optimus Program at the Hungarian National Lottery: Data-Driven Customer Management in the Future of Marketing</i> Zsófia BÁNHEGYI , Chief Commercial Officer, Szerenczejáték Zrt., Hungary
15:25 – 15:40	EL Level II Partner – NeoGames <i>Unlocking Uniqueness for Lottery Growth</i> Rebecca AVRAHAMI , Director of Customer Growth, Israel
15:40 – 16:10	COFFEE BREAK & NETWORKING – Nobel Suite ground floor



16:10 – 16:30 **EL Level I Partner & WLA Platinum Contributor – IGT**
IGT's OMNIA™ Impact: From Bricks to Clicks and Back in Totalizator
Sportowy's Omni-Channel Mastery
Ewa ULICZ, Marketing and Product Development Director, Poland &
Sebastian MEITZ, iLottery Account Development Director, Germany

16:30 – 16:50 **WLA Platinum Contributor – INTRALOT, Inc.**
Empowering Tomorrow's Marketer
Richard BATESON, Chief Commercial Officer, USA

16:50 – 17:00 Conclusions of the Day
Arjan VAN 'T VEER, EL Secretary General
Luca ESPOSITO, WLA Executive Director



Free evening

*No joint
event organized*

Tuesday, February 6

08:30 – 09:30 Welcome Coffee Available | Nobel Suite | ground floor

09:30 – 09:35 Doors Open & Welcome to Day 2 | **SHAW THEATRE**
Arjan VAN 'T VEER, EL Secretary General
Luca ESPOSITO, WLA Executive Director

09:35 – 09:55 **EL Level I Partner & WLA Platinum Contributor – Scientific Games**
Creating the "Sticky" Player Experience
Liz BUTTON, Digital Product Manager, International, UK &
Thomas SPÖRING, Director Business Development Digital & Sports
International, Germany

09:55 – 10:40 *US CEO's Panel*
*Elevating the Game: U.S. Lottery Insights, Enhancements,
and Strategies for Deepening Player Engagement*
Gretchen CORBIN, President and CEO, Georgia Lottery Corporation &
President of Mega Millions
David BARDEN, CEO, New Mexico Lottery & MUSL President
Sarah TAYLOR, Executive Director, Hoosier Lottery
Moderated by **Rebecca PAUL**, President & CEO, Tennessee Lottery Corporation



10:40 – 11:00 ***Being More Responsible and More Effective Advertisers in Today's Digital-led Media World***
Ross SERGEANT, Global Head of Media, Allwyn Group, UK

11:00 – 11:30 COFFEE BREAK & NETWORKING – Nobel Suite | ground floor

11:30 – 11:50 **WLA Platinum Contributor – Pollard Banknote Limited**
Unlocking Growth: Harnessing Digital Innovation
Julia CLOUTIER, Senior Director, Sales & Marketing &
Genevieve PAGEAU, Director, Sales & Marketing, Canada

11:50 – 12:05 ***New Opportunities in iLottery***
Ionut-Valeriu ANDREI, CEO & Member of the Board, Loteria Română,
Romania

12:05 – 12:20 ***Workplace Gamification: Boosting Engagement & Building Loyalty***
Agnieszka RYGUŁA, Candidate and Employee Experience Team Manager
Totalizator Sportowy Sp. z o.o., Poland

12:20 – 12:35 ***How to Navigate in the Jungle of Content? A Real Life AI Case by Veikkaus***
Johanna KOZUL, Head of MarCom & Brand &
Lauri HALKOLA, VP, Data & Analytics, Veikkaus Group, Finland

12:35 – 13:45 LUNCH BREAK – Nobel Suite | ground floor

13:45 – 14:30 **KEYNOTE**
What's Next in Marketing in 2024?
Jennifer QUIGLEY-JONES, CEO & Founder of Global Influencer Marketing
Agency, Digital Voices

14:30 – 14:50 ***Digital Marketing***
Antonio TRAVAGLINI, Partner, Bain & Company, Italy &
Ruth ZOHRER, Expert Partner Bain & Company Forward, UK

14:50 – 15:00 Seminar Conclusions
Arjan VAN 'T VEER, EL Secretary General
Luca ESPOSITO, WLA Executive Director

15:00 – 15:30 DEPARTURE COFFEE BREAK – Nobel Suite | ground floor

Participants will receive access to the presentations after the event.

January 30, 2024

