

*Programme*

Content is queen

The fundamental art of storytelling

## **EL/WLA Marketing Seminar 2026**

January 21–23, 2026

Barcelona, Spain

This edition coincides partially with ICE Barcelona

Hosted by The European Lotteries (EL) &  
World Lottery Association (WLA)

Seminar venue : Hotel Sofitel Barcelona Skipper – [website](#)  
Avenida Litoral 10, Ciutat Vella | Barcelona, Spain



## 2026 Marketing Seminar

# Programme

## Welcome

Wednesday, January 21, 2026

Hotel Sofitel – ATRIUM – Conference Center Floor –1

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Arrival of the participants (transfers will not be organised)

19:00 – 19:30      **Welcome Desk**

19.30–21.30      **EL/WLA Welcome Reception**

## Day 1 AM

Thursday, November 22, 2026

Hotel Sofitel – Conference Center Floor –1

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09.00–09.10      **Opening Introduction and Welcome Addresses**

- Romana GIRANDON, EL President
- Andreas KÖTTER, WLA President

09.10–09.15      **Introduction of Seminar by Moderators**

- Luca ESPOSITO, Executive Director, WLA
- Lucy LENAERS-MATHIESON, Communications Officer

### The Foundations: Power and Purpose of Storytelling

09.15–10.00      **KEYNOTE**

- Jack MURRAY, CEO & Founder, MediaHQ and All Good Tales

10.00–10.20      **Setting the scene: Message Before Medium**

- Hana BAROCHOVA, Head of Category Management – Lotteries  
Allwyn AG (Czech Republic) & Executive Chair, EL MaC Working Group

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10.20–10.40 **El Gordo, more than just a lottery draw**

**Best of the best, EL Advertising Awards 2025**

- María NÚÑEZ, Deputy Director of Communications, CSR and Institutional Relations, SELAE (Spain)

10.40–11.10 **Coffee Break & Networking (ATRIUM | Floor –1)**

### Trust, Emotion and Meaningful Messaging

11.10–11.40 **KEYNOTE**

- MARCO GENTILE, Film & commercial Director, a visual storyteller infusing European cinematic style with American production values

11.40–12.20 **Panel discussion with lottery CEOs**

How can purposeful messaging remain central to marketing strategies, while embracing opportunities of a rapidly evolving media landscape? How do lotteries connect through human values and how can storytelling be a driver for cross-selling strategies?

- Younes EL MECHRAFI, CEO, La Marocaine des Jeux et des Sports MDJS (Morocco)
- Jan KARAS, Chairman and CEO, OPAP (Greece)
- Anna JOHNSON, CEO, Svenska Spel (Sweden) – tbc
- Beata STELMACH, CEO, Totalizator Sportowy (Poland) – tbc

Moderator – Ray BATES, EL Honorary President

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*Day 1 PM*

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12.20–12.40 **EL Level I Partner & WLA Platinum Contributor – Brightstar**

12.40–13.00 **"Virage Pinot" Operation: A powerful emotional tribute and a benchmark in storytelling**

- Romain GLISCENSTEIN, Head of Brand and Communication for "ParionsSport en ligne", FDJ United (France)

13.00–13.10 **Interactive session – Poll with participants**

- Creative partnerships of the future: Rethinking how we work together

13.10–13.15 **Wrap up and conclusions**

- Luca ESPOSITO, Executive Director, WLA
- Lucy LENAERS-MATHIESON, Communications Officer, EL

13.15–14.15 **Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)**

### Responsibility, Purpose and Values

14.15–14.45 **KEYNOTE**

- Yiğit SARDAN, Chairman, Güzel Sanatlar (Turkey)

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### 14.45–15.20 **Panel discussion with lottery CEOs**

- Does lottery messaging make the most of our heritage & good-cause contributions?
- How can lotteries integrate CSR, RG & good causes into their stories?
- How can good employer branding contribute to the art of storytelling?
- How do lotteries create synergies between product promotion and company reputation & values?

Lam CHEE WENG, CEO of Singapore Pools  
Romana GIRANDON, CEO Loterija Slovenia  
Alessandro PACIUCCI, CEO, Brightstar Lottery Italy  
Rita PRATES, Vice-President, Santa Casa (tbc)

Moderator – Piet VAN BAEVEGHEM, Secretary General, EL

### 15.20–15.40 **EL Level I Partner & WLA Platinum Contributor – Scientific Games**

### 15.40–16.00 **Coffee Break & Networking (ATRIUM | Floor –1)**

### 16.00–16.20 **Clarity, Connection, and Meaning: What We've Learned from Testing Thousands of Stories**

- Ecem ERDEM, Global Creative Thought Leadership Manager, KANTAR

### 16.20–16.40 **Presentation – INTRALOT (tbc)**

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**16.40 – 17.20 Creative partnerships of the future: Rethinking how we work together**

A conversation with lotteries and agency leaders on evolving collaboration

- Steve PARKISON, Marketing & Brand Director, Allwyn UK (tbc)
- Kristin ROE, Head of Marketing, Norsk Tipping (Norway) (tbc)
- Jack BLANGA, VP Executive Creative Director & Partner
- Newlink (Italy)
- Simon MUSTER, CEO, Maxomedia, Switzerland (tbc)

17.20–17.25

**Wrap up and Conclusions of the Day**

- Luca ESPOSITO, Executive Director, WLA
- Lucy LENAERS-MATHIESON, Communications Officer, EL

Free evening in Barcelona  
Recommendations TBC



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## 2026 Marketing Seminar

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*Day 2 AM*

Friday, January 23, 2026

Hotel Sofitel – Conference Center Floor –1

09.00–09.05 **Doors Open & Welcome to Day 2**

- Luca ESPOSITO, Executive Director, WLA
- Lucy LENAERS-MATHIESON, Communications Officer, EL

### The Future Audience & Gen Z

09.05–09.45 **KEYNOTE** (tbc)

09.45 –10.05 **A success story: Collaboration between business and academia with a Gen Z perspective on lotteries**

- Laura FELIZIANI, Senior Manager, Brand Content & Consumer Engagement, Brightstar Lottery (Italy) & , Lorenzo ELIA, University student

10.05–10.25 **WLA Platinum Contributor – Pollard Banknote Limited**

10.25–10.30 **Presentation of WLS 2026, Sydney (Australia)**

10.30–11.00 **Coffee Break & Networking (ATRIUM | Floor –1)**

### The New Landscape – digitalisation, media and strategy

11.00–11.45 **Panel discussion with US Lottery CEOs**

- Rebecca PAUL, President and CEO, Tennessee Education Lottery Corporation (USA)
- Gretchen CORBIN, President and CEO of the Georgia Lottery Corporation
- Mark MICHALKO, Executive Director, North Carolina Education Lottery

Moderated by Luca ESPOSITO, Executive Director, WLA

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|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11.45–12.05 | <b>Beyond the Game: Crafting Sport Stories That Matter</b> <ul style="list-style-type: none"><li>• Sara JDILY, Digital Marketing Manager, MDJS (Morocco)</li></ul>         |
| 12.05–12.20 | <b>EL Level II Partner &amp; WLA Gold Contributor – Aristocrat Interactive</b>                                                                                             |
| 12.20–12.40 | <b>Lottery case study (Belgium tbc)</b>                                                                                                                                    |
| 12.40–13.00 | <b>Lottery case study (tbc)</b>                                                                                                                                            |
| 13.00–13.05 | <b>Presentation of EL Industry Days 2026, Marrakesh, Morocco</b>                                                                                                           |
| 13.05–13.15 | <b>Closing Remarks</b> <ul style="list-style-type: none"><li>• Luca ESPOSITO, WLA Executive Director</li><li>• Lucy LENAERS-MATHIESON, EL Communications Officer</li></ul> |
| 13.15–14.15 | <b>Departure Lunch &amp; Networking (SYRAH MEDITERRANI   Ground Floor)</b>                                                                                                 |

Participants will get access to the presentations after the event.

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