

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

Arrival of the participants (transfers will not be organised)

18:30-19:00 **Welcome Desk**

19.00-21.00 **EL/WLA Welcome Reception**

Day 1 AM

Thursday, November 22, 2026

Hotel Sofitel – Conference Center Floor -1

09.00-09.10 **Opening 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: The Magic Slice – How to Master the Art of Storytelling**

- 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 International AG & 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

11.10-11.45

KEYNOTE

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

11.45-12.25

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 you ensure the narrative resonates around shared values, community, social good, dreams?
- How do lotteries connect through human values & authentic brand narratives?

Younès EL MECHRAFI, General Director, La Marocaine des Jeux et des Sports MDJS (Morocco)

Andreas KÖTTER, CEO, WestLotto (Germany)

Alec THOMSON, Executive Director, Arizona State Lottery Commission (USA)

Moderator – Ray BATES, EL Honorary President

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12.25-12.45 **BEYOND THE JACKPOT: How Lottery Game Content is Evolving to Engage New Players**

EL Level I Partner & WLA Platinum Contributor – Brightstar

- Scott HILLCOAT, Marketing Director Brightstar

12.45-13.00 **Wrap up and conclusions**

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

13.00-14.15 **Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)**

Responsibility, Purpose and Values

14.15-14.45 **KEYNOTE**

- Yiğit SARDAN, Chairman, Güzel Sanatlar (Turkey)

14.45-15.25 **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 & company values?

Chee Weng LAM, CEO of Singapore Pools (Singapore)

Romana GIRANDON, CEO Loterija Slovenija (Slovenia)

Rita PRATES, Vice-President, Santa Casa (Portugal)

Moderator – Piet VAN BAEVEGHEM, Secretary General, EL

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15.25-15.45 **A Modern Retail Story: Driving Growth in the UK**
EL Level I Partner & WLA Platinum Contributor – Scientific Games

- Francesca ALLISON, Product Director, Scientific Games, UK
- Matthew LYNE, Channel Manager – Retail Delivery, Allwyn, UK

15.45-16.15 Coffee Break & Networking (atrium | floor -1)

16.15-16.35 **Creativity that moves the needle: From content to real brand impact**

- Ecem ERDEM, Global Creative Thought Leadership Manager, KANTAR

16.35-17:25 **Creative partnerships of the future: Rethinking how we work together**
A conversation with lotteries and agency leaders on evolving collaboration

- Steve PARKINSON, Marketing & Brand Director, Allwyn UK
- Michael RITTMANNSBERGER, Head of Marketing and Product Development, Austrian Lotteries
- Jack BLANGA, VP Executive Creative Director & Partner, Newlink (Italy)

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17.25-17.30 Wrap up and Conclusions of the Day

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

Free evening in Barcelona



A few recommended places for your evening:

Hotel's restaurant :

- Tendiez

Within walking distance:

- El Cangrejo Loco – Well-known seafood restaurant near the beach
- Restaurant at Port Olímpic of Barcelona | Restaurant Nuara - Seafood restaurant

A bit further, but recommended ones:

- Can Fisher – Excellent local cuisine with sea views
- Botafumeiro – Iconic seafood restaurant in Barcelona
- Pepito – Tapas and traditional Catalan cuisine
- Vivo Tapas – Tapas with a Mediterranean twist
- Velissima – Italian seafood
- Tapas2254 – A Mediterranean culinary journey
- Tracatrà Barcelona – Authentic Spanish dishes with animation and live performances

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Day 2 AM

Friday, January 23, 2026

Hotel Sofitel – Conference Center Floor -1

09.15-09.30 **Doors Open & Welcome to Day 2**

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

The Future Audience & Gen Z

09.30-09.50 **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, Communication Specialist & Community Building

09.50-10.10 **WLA Platinum Contributor – Pollard Banknote Limited**

- Genevieve PAGEAU, Director, Sales and Marketing

10.10-10.20 **Presentation of WLS 2026, Sydney (Australia)**

10.20-11.00 Coffee Break & Networking (atrium | floor -1)

The New Landscape – digitalisation, media and strategy

11.00-11.40 **Panel discussion with US Lottery CEOs**

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

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11.40-12.00 **Beyond the Game: Crafting Sport Stories That Matter**

- Sara JDILY, Digital Marketing Manager, MDJS (Morocco)

12.00-12.15 **How Stories Shape the Player Journey**

EL Level II Partner & WLA Gold Contributor – Aristocrat Interactive

- Rebecca AVRAHAMI, Director of Customer Growth
- Yuval Adam, NeoGames™ Studio Product Director

12.15-12.35 **Lottery case study**

- Cian Murphy, CEO, Premier Lotteries Ireland

12.35-12.45 **Presentation of EL Industry Days 2026, Marrakech, Morocco**

12.45-13.00 **Closing Remarks**

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

13.00-14.15 **Departure Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)**

Participants will get access to the presentations after the event.

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