



THE EUROPEAN
LOTTER
FOR THE BENEFIT OF SOCIETY



Programme

EL/WLA Marketing Seminar 2027

**Winning together:
The power of partnerships**

January 20–22, 2027
Barcelona, Spain

Seminar venue : Sofitel Barcelona Skipper – [website](#)
Av. Litoral 10, 08005 Barcelona | Spain



THE EUROPEAN
LOTTERY
FOR THE BENEFIT OF SOCIETY

EL/WLA Marketing Seminar 2027 Programme

Welcome

Wednesday, January 20, 2027

Hotel Sofitel – ATRIUM – Conference Center Floor –1 | SOFITEL

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, January 21, 2027

Hotel Sofitel – Conference Center Floor –1 | SOFITEL

- | | |
|-------------|--|
| 09.00–09.10 | Opening and Welcome Addresses <ul style="list-style-type: none">• Romana GIRANDON, EL President• Andreas KÖTTER, WLA President |
| 09.10–09.15 | Introduction of Seminar by Moderators <ul style="list-style-type: none">• Lucile GOULARD, Deputy Executive Director, WLA• Lucy LENAERS-MATHIESON, Communications Officer, EL |

Block A – Marketing in a Changing World

- | | |
|-------------|---|
| 09.15–09.30 | Setting the Scene: Who runs the game? <p>Hana BAROCHOVA, Head of Category Management - Lotteries, Allwyn International AG and Executive Chair, EL MaC Community of Experts</p> |
|-------------|---|

Seminar venue : Sofitel Barcelona Skipper – [website](#)
Av. Litoral 10, 08005 Barcelona | Spain



THE EUROPEAN
LOTTERY
FOR THE BENEFIT OF SOCIETY

EL/WLA Marketing Seminar 2027 Programme

Day 1 AM

Thursday, January 21, 2027

Hotel Sofitel – Conference Center Floor -1 | SOFITEL

09.30–10.15

KEYNOTE

Building brands that last in a changing world:

7 paradoxes in brand growth

Christian MAJGAARD, Brand veteran, former global head of LEGO brand

10.15–10.30

Lottery case study (tbc)

10.30–11.00

Coffee Break & Networking (ATRIUM | Floor -1)

Block B – Customer Centricity & Loyalty – Winning the Journey

11.00–11.35

The case of Spotify - Engaging audiences at scale & creating lasting relevance

Jaime PELEGRÍ, Director of Advertising Sales, Spotify (Spain)

Q&A with the audience

11.35–12.10

Case study (tbc)

Q&A with the audience

12.10–12.30

EL Level I Partner & WLA Platinum Contributor

Scientific Games (speaker tbc)

12.30–12.45

Lottery case study (tbc)

Seminar venue : Sofitel Barcelona Skipper – [website](#)

Av. Litoral 10, 08005 Barcelona | Spain



THE EUROPEAN
LOTTERY
FOR THE BENEFIT OF SOCIETY

EL/WLA Marketing Seminar 2027 Programme

Day 1 PM

Thursday, January 21, 2027

Hotel Sofitel – Conference Center Floor –1 | SOFITEL

12.45–13.00 **WLS Advertising Awards 2026 winner**

13.00–13.05 **EL Advertising Awards 2027**

Ray BATES, EL Honorary President & Chairman of the Jury

13.05–13.15 **Wrap up and conclusions**

- Lucile GOULARD, Deputy Executive Director, WLA
- Lucy LENAERS-MATHIESON, Communications Officer, EL

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

Block C – Communities, Trust & Purpose – From Customers to Communities

14.15–14.45 **Creating meaning connections & building authentic stakeholder relationships**

Eduardo MENAL CASAS, Managing Director, Newlink Barcelona

14.45–15.05 **EL Level I Partner & WLA Platinum Contributor**

Brightstar Lottery (speaker tbc)

Seminar venue : Sofitel Barcelona Skipper – [website](#)
Av. Litoral 10, 08005 Barcelona | Spain



THE EUROPEAN
LOTTERY
FOR THE BENEFIT OF SOCIETY

EL/WLA Marketing Seminar 2027 Programme

Day 1 PM

Thursday, January 21, 2027

Hotel Sofitel – Conference Center Floor -1 | SOFITEL

15.05–15.20 **Turning Participation into Purpose**
Anna RUSSELL, Head of Marketing, Postcode Lottery Group (UK)

15.20–15.30 **Presentation of EL Congress 2027**

15.30–16.00 *Coffee Break & Networking (ATRIUM | Floor -1)*

Block D – The Power of Play: Partnerships that Drive Growth

16.00–16.20 **WLA Platinum Contributor**
Pollard Banknote Limited (speaker tbc)

16.20–16.35 **Cultural partnership: San Sebastián Film Festival**
María NÚÑEZ, Deputy Director of Communications, CSR and
Institutional Relations, SELAE (Spain)

16.35–16.50 **How sponsorship helps transform a lottery brand image:
A global partnerships with Formula 1 & McLaren**
Sophie MIDDLETON, Partnership Communications Manager,
Allwyn Global

Seminar venue : Sofitel Barcelona Skipper – [website](#)
Av. Litoral 10, 08005 Barcelona | Spain



THE EUROPEAN
LOTTERY
FOR THE BENEFIT OF SOCIETY

EL/WLA Marketing Seminar 2027 Programme

Day 1 PM

Thursday, January 21, 2027

Hotel Sofitel – Conference Center Floor -1 | SOFITEL

16.50–17.05 **Lottery case study**

Speaker tbc

17.05–17.20 **Lessons from a Partnership Strategy**

Sarah TAYLOR, Executive Director, Hoosier Lottery

17.20–17.30 **Wrap up and Conclusions of the Day**

- Lucile GOULARD, Deputy Executive Director, WLA
- Lucy LENAERS-MATHIESON, Communications Officer, EL

Free evening in Barcelona



Seminar venue : Sofitel Barcelona Skipper – [website](#)
Av. Litoral 10, 08005 Barcelona | Spain



THE EUROPEAN
LOTTERY
FOR THE BENEFIT OF SOCIETY

EL/WLA Marketing Seminar 2027 Programme

Day 2 AM

Friday, January 22, 2027

Hotel Sofitel – Conference Center Floor -1 | SOFITEL

09.00–09.05 **Welcome to Day 2**

- Lucile GOULARD, Deputy Executive Director, WLA
- Lucy LENAERS-MATHIESON, Communications Officer, EL

Block E – Playing the Future: AI Powered Engagement

09.05–09.50 **KEYNOTE**
Technology Expert (tbc)

09.50–10.05 **From research to real behaviour: Rethinking consumer insights**
Yuri GASCON, Global Consumer Insights Manager, Allwyn Global

10.05–10.25 **WLA Platinum Contributor**
Bally's Intralot (speaker tbc)

10.25–10.40 **Lottery case study**

- Lee LEEMON, Senior Director, Customer and Corporate Strategy
- Carissa LEONG, Strategy Analyst, Singapore Pools

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

Seminar venue : Sofitel Barcelona Skipper – [website](#)
Av. Litoral 10, 08005 Barcelona | Spain



THE EUROPEAN
LOTTERY
FOR THE BENEFIT OF SOCIETY

EL/WLA Marketing Seminar 2027 Programme

Day 2 AM

Friday, January 22, 2027

Hotel Sofitel – Conference Center Floor –1 | SOFITEL

Block F – Winning tomorrow: What Will Matter Most in 2030?

- 11.10–11.25 **EL Level II Partner & WLA Gold Contributor**
Aristocrat Interactive (speaker tbc)
- 11.25–11.40 **Lottery case study (tbc)**
- 11.40–12.00 **Navigating Tomorrow: Competition, Regulation and the Power of Partnerships**
Philippe VLAEMMINCK, EL Legal Advisor, Vlaemminck.law (Belgium)
- 12.00–12.45 **CEO Roundtable: What must we lead in the next five years?**
Panelists tbc
Moderator - Philippe VLAEMMINCK, EL Legal Advisor, Vlaemminck.law (Belgium)
- 12.45–13.00 **Closing Remarks**
 - Lucile GOULARD, Deputy Executive Director, WLA
 - Lucy LENAERS-MATHIESON, Communications Officer, EL
- 13.00–14.15 *Lunch & Networking (SYRAH MEDITERRANI | Ground Floor)*

End of the event

Participants will get access to the presentations after the event

Seminar venue : Sofitel Barcelona Skipper – [website](#)
Av. Litoral 10, 08005 Barcelona | Spain