

EL CORPORATE UNIVERSITY INDUCTION



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

4 – 7 NOVEMBER, 2024
BUCHAREST | ROMANIA

The **EL CORPORATE UNIVERSITY INDUCTION** module is back physical!

For new entrants and “cadets” with up to three years’ lottery experience.

Content designed to respond to the needs of new entrants and recently recruited lottery professionals from support level up to Senior Management level across all units/teams of a modern lottery company.

THE CONTENT

Over two and a half days, participants will be exposed to the full range and extent of lottery organisation, games, activities, channels and development, together with an extensive overview of all aspects of the regulatory and competitive environment of the total gaming market in which lotteries compete and operate in Europe. All of this within the context of the strategy of EL and the model it stands for.

PARTICIPANTS WILL RECEIVE A COMPLETE UNDERSTANDING OF...

- What lotteries are; what they do, and why they exist
- How a lottery should be organised so that it will best respond to the needs of customers, agents, suppliers, general public, media and Regulator.
- What makes a great lottery game, and why some lottery games work and other games don't
- How can the future of sports betting and revenues be guaranteed
- Why is responsible gaming and the wider scope of CSR and ESG important for Lotteries
- Retailing
- Digital marketing and connecting with the player
- Player profiles
- Draws and leveraging the power of television
- Advertising and Marketing... how to break through the noise
- Understanding the Legal and integrity world of Gaming
- PR, Communication, Social Media and Storytelling

In addition to formal presentations there will be break-out case studies with plenty of interaction as well as design exercises with all participants presenting solutions.

WHO SHOULD ATTEND?

Recently recruited lottery entrants across all disciplines and functions. The content would also be very useful and attractive to staff of EL partners/suppliers as well as national Gaming Regulatory staff. While the main target of the ELCU – Induction is new entrants with up to three years’ experience, participants with more lottery experience would find the content interesting, both in its extent and breath, as well as from an international benchmarking perspective. All presentations and exercises/case studies will be in **English**.

WHEN?

The event will start on Monday, November 4, 2024 with a welcome dinner at 19:00 and end on Thursday, November 7 at around 13:00 with lunch.

WHERE?

HILTON GARDEN INN BUCHAREST OLD TOWN

Strada Doamnei 12, 030055 Bucharest | Romania
t +40 21 312 0300 | [website](#)

(Airport) Transfers are not organized.

ACCOMMODATION

Participants are requested to book their own accommodation. You can take advantage of a preferred rate at the event hotel for the nights November 4, 5 & 6 (limited availability) by using the booking link indicated in the written confirmation with the details.

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 less than 30 prior to arrival.

PRESENTATION TEAM

Ray Bates, EL Honorary President and past Director of the Irish National Lottery, will lead a team of eleven very experienced speakers and experts, all of whom work or have worked as senior lottery officials or as advisors to lottery management addressing strategic and tactical gaming issues.

IMPORTANT LIMIT

Because of the nature of the teaching/learning dynamic, including team presentation of results of case/design exercises, the total number of participants for the event may be limited. EL reserves the right to limit the total number of participants from any one lottery, or supplier/partner.

COSTING | Hotel accommodation NOT included!

EL Lottery & Associate Members

2000.– EUR ex. VAT

REGISTRATION

Please confirm your attendance no later than **4 October** by registering at [this link](#). After acceptance of your registration, a confirmation will be sent to you together with the corresponding invoice.

Event hosted by
**Loteria
Română**