



Breaking Boundaries: Innovative Approaches to Traditional Marketing Challenges: Highlights from Barcelona 2025



With an exciting move to Spain, the **EL/WLA Marketing Seminar 2025** welcomed a record number of participants to explore emerging trends, share best practices and discuss innovative solutions to timeless marketing dilemmas. From managing sales growth while ensuring responsible gaming practices to navigating the complexities of both retail and digital channels, this was an opportunity to discover how to leverage new technologies and turn classic marketing challenges into opportunities for innovation and growth.

The event commenced with welcome addresses from **WLA President Andreas Kötter** and **EL President Romana Girandon**.

Girandon emphasized the lottery sector's core mission of raising funds for public good, stating, "For the benefit of society isn't a slogan or a marketing tool—it is EL's guiding star, and also our limitation. But also, our most powerful differentiator."

Kötter highlighted the importance of maintaining WLA values, positive social impact, and remaining relevant to customers in an increasingly digitalized world.

Keynote speaker Peter Corijn, CEO of Vucastar Consulting, discussed the evolution of marketing, emphasizing the balance between timeless principles and innovation. He noted, "The times, media, tools, the audience change, but the core marketing does not—consumer understanding is still at

the heart of everything." During her **Keynote Kate Ancketill, CEO and founder of business futurist consultancy GDR** focused on how the diverse realities of Gen Z make them a complex proposition for marketers, and what lotteries can do to navigate the rapidly evolving AI landscape.

Two panel discussions with lottery CEOs addressed adapting to shifting landscapes and evolving consumer preferences. **Rebecca Paul, President and CEO of the Tennessee Education Lottery Corporation**, underscored the need to protect the integrity of games while embracing new advertising methods. **Jean-Luc Moner-Banet, CEO of Loterie Romande**, highlighted the importance

of considering the evolving legal context, corporate social responsibility, responsible gaming, and innovation when marketing products. Romana Girandon shared insights into digitalizing points of sale to enhance convenience, while **Samuel Awuku, former Director-**

General of Ghana's National Lottery Authority, emphasized aligning lottery offerings with public expectations and ensuring societal benefits.

Rebecca Paul, former WLA President also underscored one

of the important parts of the regulated lottery and sports betting industry, noting: "it's organizations like WLA and EL, where we get the opportunity to share what we do on a global level and the impact on society and each jurisdiction reaches differently to their public about their good causes. Some places it goes to a general revenue fund, other times it goes to a specific cause, such as Education. But what's important is to learn from one another and look at the global impact like the USD 90 billion that has made a difference in every part of the world."

Professor Robin Teigland from Chalmers University of Technology delivered a keynote on digitalization and societal transformation, encouraging a rethinking of value creation and the circular economy. She presented the Peniche Ocean Watch initiative, funded by Santa Casa in Portugal, as an example of lotteries' positive impact on local communities.

In addition to lottery presentations on innovative marketing strategies and inspiring campaigns, **EL and WLA Partners** also focused on the dynamic balance of player engagement and responsible gaming as well showcasing how to implement to capture new audiences and align entertainment with sustainability goals.

In summary, the Seminar served as a platform for lottery professionals to address traditional marketing challenges with innovative approaches, ensuring the sector's continued relevance and positive societal impact. ■



Luca Esposito and Lucy Lenaers-Mathieson

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12th EL Congress and Trade Show 2025

Join us in historical city of Bern, Switzerland, from 14 to 17 September 2025 for the lottery event of the year – **the 12th EL Congress and Trade Show!**

Hosted by Loterie Romande and Swisslos with the support of EL Partners, this year's edition will bring together industry leaders and experts in the field. Under the theme **"Building a Better World"**, the Congress will explore the future of lotteries in an evolving world.

Through navigating new challenges and opportunities, EL and its members remain committed to their core values of forward thinking, sustainability and integrity which will be reflected in the official business programme alongside

key topics such as responsible innovation and addressing regulatory affairs. The 2025 EL Advertising Awards will celebrate excellence in lottery advertising, while the Trade Show will showcase cutting-edge products and services.

Set in the heart of Switzerland, Bern provides the perfect backdrop for the Congress. As a UNESCO World Heritage Site with a strong commitment to sustainability, the city reflects EL's dedication to shaping a responsible and forward-looking future.

Join us as we unite to build a better world – for society and for future generations. Register today to secure your place!

Visit the EL website for all information about the Congress, updates and how to register:
<https://www.european-lotteries.org/events/12th-el-congress-2025>

The Congress and Trade Show takes place at the Kursaal Bern. Participants are encouraged to go green and use Switzerland's excellent public transport network to get around. On the occasion of the Congress, the EL General Assembly will take place on 17 September 2025 with elections for the new EL Executive Committee.