

## **TOMORROW'S LOTTERY: AN INNOVATIVE AND SENSITIVE COMPANY**

We live in a constantly changing world that is increasingly hyper-competitive. Therefore, the market is the determining factor in any innovative approach, even when it comes to monopolies.

The global connectivity and the continuous exchange of information, promoted by the digital technology, have led to the emergence of new competitors which are forcing lotteries to rethink their management of innovation.

We have entered a new era where, within a few months, newly created companies can disrupt well-established and protected traditional markets. Uber and Airbnb are just two examples of innovative concepts that have turned their industry upside down, and if we do not want lotteries to be next on the list then innovation is the key.

In a new corporate culture, it is necessary to ensure a certain innovative dimension and therefore to accept convergence with different industries, involve all internal and external players, communicate with consumers on their preferred networks, and integrate new technologies.

### **Innovation focuses on attractiveness, sustainability and stability**

This is a reality, mobile technology has transformed the behavior of consumers and businesses. The changes happen quickly, and to survive, lotteries need to reformulate their business plans for the future and focus on values. Innovation plays a key role in remaining competitive, but in this new environment, innovation also means pursuing several important objectives:

- improving competitiveness to attract new players (consumers),
- making differentiation by developing creative products and marketing techniques,
- And adapting to new technologies to ensure continued and sustainable growth.

Many lotteries have adapted to the latest communication platforms, with an emphasis on mobile and online channels. The results gave optimized websites for tablets and mobiles, and mobile gaming applications. Many lotteries have also improved their traditional distribution and communication channels by offering their best players loyalty cards and reorganizing their retail stores to make them more attractive to the younger generation, with online terminals, Wi-Fi hotspot and possibilities for mobiles.

Creating a framework for responsible and accountable innovation allows our members to expand their activities, offer new value-added products and establish sustainable development principles for a lottery model.

For a sustainable future, lotteries need to remain responsive to consumers, remain at the forefront of trends in human behavior and technology, and be able to adapt quickly and efficiently.

While the company needs to innovate (products, services, methods, new practices), the actors are sometimes fearful, do not believe they can innovate or are blocked at the idea of changing what exists.

This seminar explains that it is possible, dissects a success, draws lessons, proposes new practices, and makes people aware that they will be the actors of the next innovations in their lotteries.

The seminar will help answer multiple questions, including:

- Why is innovation so important?
- How create the appropriate environment to innovate?

### ***Who participates?***

All African lotteries that are members of the ALA

---

### ***Where?***

---

Casablanca

---

### ***When?***

---

4 and 5 May 2017

---

## *The program*

---

**THURSDAY MAY 4TH 2017**

### **MORNING**

- Welcome
- Opening remarks and introduction of the workshop program by the organizers
- **Part 1: Creativity and Innovation**
  - o Interactive presentation on creativity, creative blockages ...
  - o How to have new ideas on-demand?
  - o Discovering simple mechanisms of innovation to bypass creative blockages and be more creative.
- Break
- **Part 2: Innovating in Lotteries and Winning Games**
  - o Discovering that the described creative mechanisms are present in the innovations that surround us;
  - o Discovering those creative mechanisms as well in the field of gambling with gain (since its history and now);
  - o Understanding how others might be invented;
  - o Understand how we could also innovate in communication or incentive/ motivation of players

### **AFTERNOON**

- Explanation of the afternoon Session
- Separation into groups of creative reflection around pre-identified captains
- Group work
  - o According to the exclusive format, each group will innovate in an area related to its activity: new type of game, new means of promotion, motivation ...
- Break
- Debrief within each group and selection for presentation
- Plenary presentation of the work of each group
- Debrief by the facilitator
- Word of conclusion by the organizers

**FRIDAY MAY 5TH 2017**

**MORNING**

Experiences in innovation:

- How could social innovation contribute to social and economic growth of lotteries? Madame Beata Guzik
- Regulating the future : embracing new forms of gaming, Philippe Vlaemminck
- Autres
- La Française des Jeux : TBC