



Guidelines for Developing a Case Study for APLA CASE LIBRARY OF “GOOD PRACTICE”

1. Submit your proposal for a Good Practice case study topic.

Definition of Good Practice:

It is a collection of methods or techniques that not only produces positive results but is also in harmony with the values of the organization and stakeholders. Examples of Good Practice in Lotteries:

- Dealing with crisis from service breakdown or anti-gambling lobby groups in social media.
- Leveraging on the good cause funding of lotteries to build community goodwill.
- Building an effective retail distribution network.
- Building a strong responsible gaming culture.
- Developing and managing an effective customer loyalty program.
- Launching a new lottery product.
- Establishing trust and integrity in lottery draws.
- Launching an effective advertising campaign.
- Using activity based costing for decision-making.
- Managing a responsive and effective social media strategy.
- Brand repositioning in the marketplace.

2. Each proposal must not exceed 2 pages based on a standard template (Appendix A) and must be submitted to APLA’s Secretariat Administrator not later than **31st March** and **30th September** of the prevailing year.
3. The APLA Executive Committee will then decide on the case studies proposed.

Selection Criteria:

As a general guide a case could be a “Good Practice” case study if it meets the following criteria:

- i. Project completed with strong ‘positive’ outcome consistent with the values and objectives of the organization and project goals.
 - ii. Good learning points arising from the completed project. Projects that failed to meet its goals may also qualify if there are strong learning points.
 - iii. Positive outcome is evidenced by strong quantitative and qualitative data.
 - iv. There was a disciplined and well documented planning and implementation process with clear project goals.
 - v. Project completed within the approved project costs and timeline.
4. Every selected proposal will be given a sum of **US\$500** to defray the incidental expenses of writing the “Good Practice” case based on a standard template (Appendix B). The writer(s) will be presented with a certificate of accomplishment by APLA.



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5. The selected proposal will be given **3 months** to complete the case in PDF format.
6. Every written case will be submitted to APLA's Secretariat Administrator who will send the case to an appointed external editor to review the written case to correct for grammar and to ensure consistency in the quality of the content before publishing. The goal is to complete the editing of each submission within **4 weeks** from date of delivery.
7. If a "Good Practice" case is to be used in APLA's Seminar or Conference the writer or his/her alternate would be invited to present the case. APLA will bear the expenses of economy air travel, accommodation and meals of the presenter.
8. APLA will make available the use of these cases to WLA and other regional Associations. These cases will also be available as a download for our members for their internal staff training.

Appendix A – Template Format for submitting the Proposal

Good Practice Case Proposal

1. Name of Organization
2. Nature of Project
3. Good Practice Insight

Appendix B – Template Format for the "Good Practice Case Study"

Case Writing Template

1. Name of Organization
2. Author(s)
3. The Project
4. Context/Objective of Project
5. The Practice
6. Project Implementation
7. Project Results/Outcome
8. Lessons Learned

For further enquiries, kindly contact below :

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