

PROGRAM TUESDAY 12th APRIL, 2022

08.30 - 10.00 *Registration, Welcome Coffee*

10.00 - 10.45 **Opening, Welcome Addresses
by Governmental, City officials & Key Stakeholders of our Industry**

10.45 - 13.00 **TOPIC A : THE POWER OF COLLABORATION**
Coordinators: **Zenia Kerasidou, Alexia Panagiotopoulou**

10.45 - 12.00 **ROUND TABLE DISCUSSION I**
The power of collaboration on national level

Sofia Zacharaki Deputy Minister, Ministry of Tourism, Greece

Vagelis Vlachos CEO ADDMA

Giannis Aslanis President Thessaloniki Convention Bureau TCB

Alexandros Vassilikos President Hellenic Chamber of Hotels

Irene Tolis President HAPCO & DES

Konstantinos Alexopoulos Board Member SETE

Nicholas Kelaiditis President HATTA

12.00 - 13.00 **ROUND TABLE II**
The Greek Meetings Industry Forum: The power of engagement

Tamara Bernstein Regional Director Europe ICCA

Efi Koudeli International Relations Officer This is Athens Convention & Visitors Bureau ACVB

Eleni Sotiriou Managing Director Thessaloniki Convention Bureau TCB

Sissy Lygnou General Secretary HAPCO & DES, IAPCO Council Member

13.00 - 14.00 *Lunch Break*

14.00 - 15.00 **TOPIC B: NEW LEADERSHIP MODELS**
Coordinators: **Maria Papapanagiotou, George Kiayas**

14.00 - 14.30 **LECTURE I**
Follow your passion

Theo Anagnostopoulos Co-Founder and General Manager of SciCo, Fellow of Ashoka

14.30 - 15.00 **LECTURE II**
Successful team management

Stavros Stavridis Managing Partner, METABUSINESS P.C.

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15.00 - 16.30

TOPIC C: Knowledge exchange on global level - Discussion between key stakeholders of the International Meetings Industry

Coordinators: Sissy Lygnou, Antonia Alexandrou

15.00 - 16.30

ROUND TABLE III

IAPCO Task Force of National Association of PCOs

(Hybrid session)

Martin Boyle CEO IAPCO

Irene Tolis President HAPCO & DES, MD ERA

Heather Lishman Director Association of British Professional Conference Organisers, ABPCO

Marica Motta Sales Operations Coordinator, AIM Group International - Executive Board Member, Federcongressi & eventi

Noel Mitchell Managing Director KeyNote PCO – Member of the Board, AIPCO

Alejandro Ramirez Tabche Managing Director BTC Americas - President of the Mexican Council of the Meetings Industry

16.30 - 17.00

Coffee Break

17.00 - 17.30

TOPIC D: Accelerating development in the Meetings Industry - What is ahead?

Coordinators: Panagiotis Podimatas, Dimitris Paliouras

17.00 - 17.30

LECTURE III

Metaverse as the Next Big Think

Konstantinos Androutsos Academic Advisor in Digital Marketing, Hellenic American Union - Chief Marketing Officer @Roix.eu

17.30 - 18.30

TOPIC E: Healthcare events as a vital part of the strategic plan for the Ministry of Tourism, Greece

Coordinators: Michalis Vlatakis, Lisandros Tsilidis

17.30 - 18.30

Healthcare events as a vital part for the strategic plan of the Ministry of Tourism

Olympia Anastasopoulou General Secretary Ministry of Tourism, Greece

Payment Policies for Convention Hotels




Irene Tolis President HAPCO & DES, MD ERA

Commentators: Kostas Karageorgakis, Spyros Maganiotis, Konstantina Mamada

18.30

Welcome Cocktail

PROGRAM WEDNESDAY 13th APRIL, 2022

10.00 - 11.00	TOPIC E: Greece - MICE Destination Coordinators: Panos Almyrantis, Eva Batzaki	
10.00 - 11.00	ROUND TABLE IV Destination Greece SWOT George Kiayas Board Member HAPCO & DES, MD Optimum Greece Maria Papadaki Board Member HAPCO & DES, MD Event Makers Marios Sotiriades Professor/International Expert, Ningbo University, China	
11.00 - 12.00	TOPIC E: Accelerating sustainable development - Diversity Coordinators: Emmanuella Moussama, Maria Papapanagiotou	
11.00 - 11.30	LECTURE IV Sustainability key for development Alexandra Palli Vice President CSR Hellas	
11.30 - 12.00	LECTURE V Women and leadership: Diversity at the work place Maria Gianniou Co-Founder & Vice President Womenact	
12.00 - 13.15	TOPIC F: New Technologies in the covid-era. Technology trends for hybrid & virtual events Coordinators: Panagiotis Podimatas, George Kiayas, Dimitris Paliouras	
12.00 - 13.00	PRESENTATIONS Best practices by meetings professionals in the COVID era Sissy Lygnou General Secretary HAPCO & DES, CEO AFEA SA, IAPCO Council Member Maria Papadaki Board Member HAPCO & DES, MD Event Makers Panagiotis Podimatas Vice President HAPCO & DES, CEO Podimatas Audiovisual	
13.00 - 13.15	LECTURE VI Hybrid Events: Necessity or choice? Alexis Fyssas Owner AVolution Audiovisual	
13.15 - 14.00	<i>Lunch Break</i>	

PROGRAM WEDNESDAY 13th APRIL, 2022

14.00 - 15.00	TOPIC G: Mental health as key element in the business environment Coordinators: Eva Mpatzaki, Aggeliki Koutsouradi	
14.00 - 14.30	LECTURE VII Never give up Maria Polyzou Marathoner, Coach, Holder of the national record of the Greek Marathon, Writer, Motivational Speaker	
14.30 - 15.00	LECTURE VIII Unplug to reconnect Olga Papatriantafyllou Life Coach, Mindfulness Based Stress Reduction, Mindfulness Institute, Psychotherapist	
15.00 - 16.15	TOPIC H: Next generation leadership in the frontline Coordinators: Antonia Alexandrou, Emmanuella Moussama	
15.00 - 15.45	Presentations by students – next Gen Leaders	
15.45 - 16.15	Round Table V Next generation leadership	
16.15 - 17.15	TOPIC I: Our Meetings Professionals exchange views about the future Coordinators: Antonia Alexandrou, Maria Papadaki	
16.15 - 17.15	ROUND TABLE VI New post-covid conditions - Adaptation & Flexibility Zenia Kerasidou Vice President HAPCO & DES, Director of Sales & Congresses Megaron Athens International Conference Center MAICC Spyros Maganiotis Commercial Director DIVANI COLLECTION HOTELS Prodromos Monastiridis Manager, Marketing, Fundraising and Sales Department Thessaloniki Concert Hall Petros Panias Commercial Manager ATHENS METROPOLITAN EXPO S.A. Nikos Sfakianakis Group Sales Director & Development Consultant METAXA Hospitality Group	
17.15 - 17.30	CORPORATE PRESENTATION Gold Sponsor: Dipnosofistirion Catering Dimitris Skarmoutsos	
17.30 - 18.00	Conclusions	
18.00 - 19.30	General Assembly & Elections	