

optimum
GREECE

DESTINATION & EVENT
MANAGEMENT

COMPANY
PROFILE



OUR VALUES AND SERVICES

our mantra, highlights our dedication to building trust relationships with our customers, our integrity and our consistency in exceeding expectations

ABOUT US



DESTINATION & EVENT MANAGEMENT

Optimum Greece is one of the leading and solely specialized Destination & Event Management Companies in Greece. Since 1999, we proudly deliver innovative, refined and cutting edge events to our clients from all around the world. We are passionate about quality and attention to detail, obsessive about your satisfaction and committed to optimizing your event in a way that surpasses all expectations.

At Optimum, we strongly believe in customer loyalty. Our unyielding dedication to excellence and undeniable level of service are just a couple of core philosophies which are enacted upon daily. The result: a large portfolio of devoted, repeat customers from around the globe, coming back for our bespoke and personalized service.

Planning, an Incentive, Conference, Meeting, Car Launch, Corporate or Social Party, Sports Event look no further.

The Optimum Team is here to deliver your *Optimal* event experience.

COMPANY DETAILS



Office Address

4, Fragkokklisias str

Marousi

Athens, 15125

Greece



Bankers

PIRAEUS BANK

EUROBANK

ALPHA BANK

BANK OF CYPRUS



Licenses

VAT Registration Number
EL099084911

Internal Revenue Office FAE
ATHINON

Company Registration Number
9165501000

GNT0 License Number
0206E60000056600



Registrations

Company Registered Name

O M Hellas S.A. Epihirisis Idikou
Tourismou
OPTIMUM GREECE

Registered Trade Mark and Trading Name

Optimum Greece Destination &
Event Management



Contact Details

Tel: +30 2106107400

Fax : +30 210 6107402

Email hello@optimumgreece.com

Web
www.optimumgreece.com

COMPANY DETAILS



Lawyers

KLC Law Firm



Accountants

EURO ACCOUNTING



Auditors

NEXIA



Insurers

AIG

Ethniki Asfalistiki



Alliances

UK

UNIQUEWORLD

France

CARRE DESTINATIONS

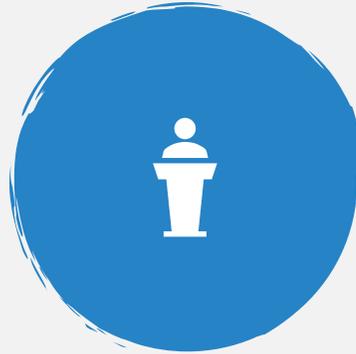
USA

MICEPORT



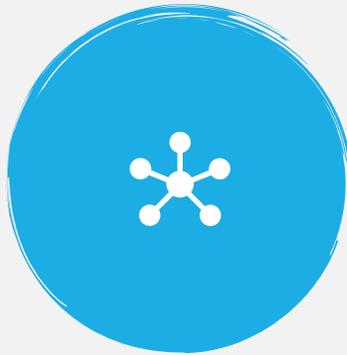
Unique

We always try to be unique in what we do, always aiming in offering new experiences



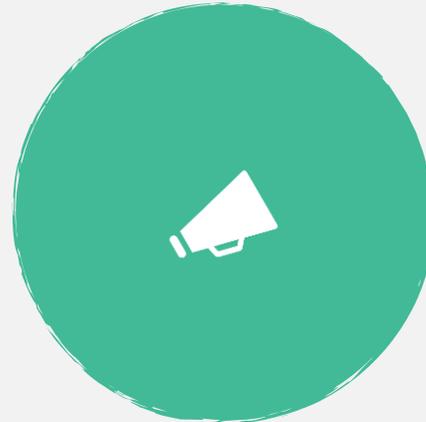
First to Market

We like being first and we are not afraid to take the challenge of trying new things first



Tested

Our products, services and suppliers are tested before delivering our events



Authentic

We give authenticity and create bespoke experiences

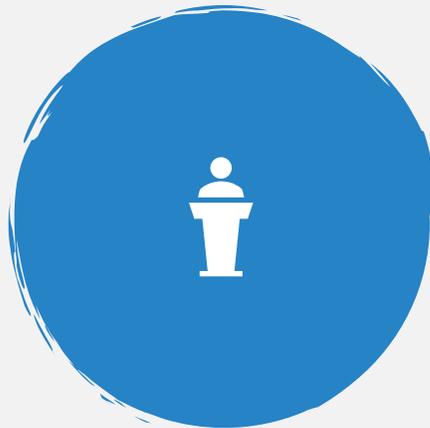
OUR PRODUCTS

At Optimum we constantly aim in developing new products and services for our clients



Prioritize

We Prioritize our client needs by setting the scope and the standards from the start to the delivery of the event



Organize

We monitor and orchestrate in detail the smooth development of each project



Optimize

We optimize your bespoke Events

THE WAY WE WORK

optimum
GREECE

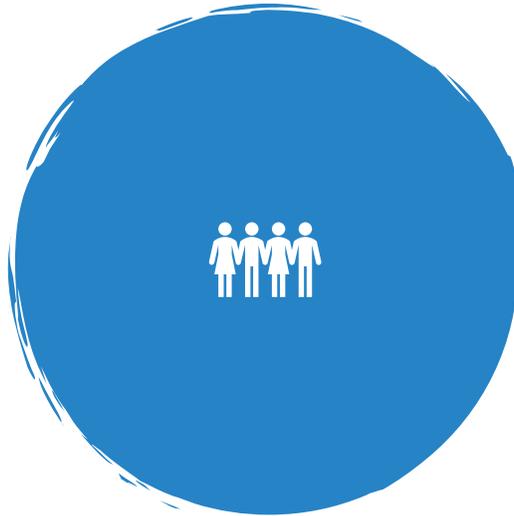
DESTINATION & EVENT MANAGEMENT

BUSINESS MODEL



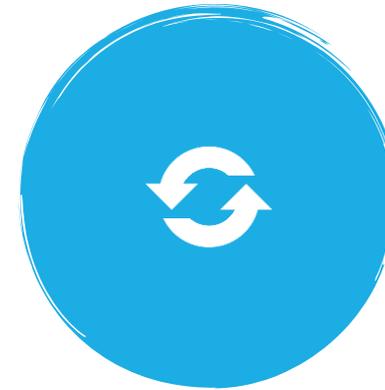
Research

We thoroughly
Research and Create



Team up

We Team Up only
with the best in the
market



Deliver

We Deliver high end
events maximizing
the ROI of our clients

THE OPTIMIZERS
OUR TEAM – YOUR TEAM



TEAM



George Kiayas

MANAGING PARTNER

George has 27+ years of experience in destination management services, creation and management of events & conferences, and organization of conferences, incentives, product launches, corporate meetings, as well as corporate, public and sports events. He held senior management positions across operations, management and consulting roles in the hospitality and tourism industry.

He is currently the Founder and Managing Director of Optimum, proudly leading a top performing team delivering outstanding services to customers from all over the world and consistently resetting the bar of quality in DMC services in Greece..



Ioli Harmanda

DIRECTOR OF ADMINISTRATION/PARTNER

Ioli studied Hotel Management in Switzerland and has more than 24 years experience in the Tourism Industry. She has worked in prestigious 5* Hotels in Switzerland, Cyprus and Greece in various positions. In 1999, driven by her passion for the hospitality industry, her zeal to always fulfil the clients highest expectations, her great love for Greece, and her devotion to top quality services, she joined George in the founding of Optimum Greece.

Being a partner, she is actively involved in many aspects of the company's operations; however, her main focus is targeted towards the organization and supervision of the administrative and finance obligations of the office. Her attention to detail, planning and organizational skills have played a significant role in the smooth and efficient operation of the company. In her free time, she enjoys photography, music, dancing and traveling.



Paola Balasso

DIRECTOR OF OPERATIONS

Paola has been a valuable member of the Optimum team for 17 years now and in this time she has grown professionally, organizing and running many successful high-end events. Her positive can-do attitude, focused mind and ability to keep her cool in adversities, in addition to her multicultural background and bright smile are her key assets in delivering very high standards of service that have won her Clients and suppliers esteem. She is passionate about the beauties and heritage of Greece and in her free time she enjoys discovering the secret and authentic corners of Athens. Her daily fix includes a tight hug with her two children and a visit to the cooking & design blogs she follows

TEAM



Petros Prelorentzos

SPECIAL EVENTS DIRECTOR

Petros has 20 years of experience in the hospitality industry. Before and after the completion of his studies in the US, he worked in various positions in 5* hotels. In 2004 he decided to leave the hotel world and join the Optimum team. Since then, he has organized numerous successful events, conferences, incentives, and product launches. He is a customer oriented person with a positive attitude and excellent negotiation and presentation skills to all levels of hierarchy. Having organized a number of automotive launches he has become the “car launch guru” of the company. At the same time he is an explorer of mainland Greece region trying to find new destinations for incentives and launches.



Irene Kentrotas

OPERATIONS MANAGER

Irene has worked in the Conference and Incentive market for over two decades and has been with the company from its start. She has lived and worked in three countries; United Kingdom, Greece and South Africa and has worked in both inbound and outbound travel, in three different sectors of the industry namely agency, hotel and DMC.

Irene prides herself on her excellent communication and interpersonal skills as well as her tenacious negotiation skills and excels in building client loyalty.

In her free time she enjoys experimenting with new recipes and trying them out on friends and family. She is an avid tennis fan and fondly refers to her favourite players as “my boys”!



Karima Kadri

ACCOUNT MANAGER

With over 22 years of experience in the field, Karima has an in-depth knowledge of every aspect of the Tourism industry. Her experience includes working in both Inbound and Outbound travel and more specifically with Operations, Aviation chartering, FIT and Group travel, shipping and Destination Management.

She is known for her acclaimed creativity, team work, punctuality and her indubitable patience even in the most demanding circumstances. Karima’s intuitive ability of finding solutions combined with always providing attention to detail makes her an important asset to Optimum.

TEAM



Marie Anne Le Reste

EVENTS MANAGER

With over 9 years experience in the DMC industry.

Tenacious and resourceful, she will manage to make a project work and meet clients' expectations both for the program and for the budget thanks to her strong negotiations skills. Enthusiastic and dynamic, she is always looking for the special touch that will provide the winning added value program which will fit to the clients needs providing top quality services



Vana Verriopoulou

EVENT PLANNER

Vana has worked for many years as an art historian specialized in Contemporary Art. She studied Communication, she received her master's degree in History of Art at the University of Paris I Sorbonne and she was also a PhD candidate in Theory of Art. She has an interesting experience as a freelance curator and she has also worked as journalist, radio producer and radio presenter. She speaks English, French and Spanish. In her free time she enjoys playing the piano, dancing tango, practicing karate and windsurfing.



Stathis Sapounas

Accountant

Stathis has been serving the hospitality industry for over 3 decades and has held various positions as a hotel employee at the start of his career. He pursued further his studies to become an accountant and has worked for a number of different companies in Greece and in the Netherlands.

He speaks Greek, English and Dutch. He loves off-road driving and is a keen handicraftsman.

MEMBERSHIPS & PARTNERS



HATTA

HELLENIC ASSOCIATION OF
TRAVEL AGENTS



EBEA

HELLENIC CHAMBER OF
COMMERCE



acb

ATHENS CONVENTION
BUREAU



UNIQUEWORLD

UK Representation
Office



**CARRE
DESTINATIONS**

French Representation
Office



MICEPORT

USA Representation
Office



OUR EVENTS



 optimum
DESTINATION & EVENT MANAGEMENT
GREECE

Imagine Create Deliver







ΖΑΠΠΕΙΟΝ















Zeus 1
Hera 1













RENAULT



#CapturYourAdventure
#RenaultCAPTUR



All-new Renault CAPTUR

CAPTUR

#CapturYourAdventure
#RenaultCAPTUR



















MYKONOS
BURNING
SIA PARTNERS











CLIENT TESTIMONIALS

Rachel Ley, Rachel Ley
Consultancy

“I just wanted to express my sincere thanks for your help and support with our recent project in Athens. As you know we had previously experienced some challenges when working in Greece. However, working with you has changed our thinking, you and your team did an exceptional job and we are all delighted with the outcome of the event.”



Siobhan Harnett, Shelton
Fleming Associates Ltd.

“I have worked in the events industry for over 25 years, and as you can imagine I have had a whole variety of experiences working with different teams across the world. The experience of working with you was a fantastic one! I know Markus and Kim worked very hard in the planning process with you to ensure everything was thought through, but the positive way you reacted to all our requests was really impressive. All the clients were delighted with how everything went....!”



Thierry M.- Sagarmatha

“A project smoothly conducted, from its preparation phase up until its execution. An effective team, always attentive, proactive and professional. More than a DMC, OPTIMUM acted like a real business partner.”

CLIENT TESTIMONIALS

Tina Joris

MD @ MaX Be

“... Thanks for being so available, so flexible, so driven to deliver a perfect job. We’ve spent quite some time on this project, but the result is what it is : a very happy client and very happy participants. You’ve got yourselves new ambassadors for your country and your team...”



Aaron Arthur

Jack Morton Worldwide

“ ...I would like to thank you for your exceptional contribution to the ...Your continuous effort, gracious support, patience and dedication led to a spectacular and inspirational experience for our guests and client.

The feedback has been outstanding and we have a very happy client. We could not have achieved this success without the exceptional amount of talent involved and we value your expertise enormously...”



Sarah Morton

Blackbridge

“What else can I say but a sincerely HUGE thank you to you and your team, for working so hard to help us create such a fabulous weekend....”

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EVENTFUL
YEARS

1999-2019



optimum
GREECE

DESTINATION & EVENT
MANAGEMENT

THANK YOU

OPTIMUM GREECE DMC



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hello@optimumgreece.com



www.optimumgreece.com

