

SETE

TOURISM IN TRANSITION:

#someTHINKdifferent ■

THE AGENDA



15 / 10 AT FUGA RESTAURANT & 16 / 10 AT HILTON ATHENS

MONDAY 15.10.2018

19.30 — 22.30 Opening Cocktail Reception at Fuga Restaurant

TUESDAY 16.10.2018 AT VENUE 1

09.00 — 10.00 Registration & Welcome Coffee

10.00 — 10.05 House Rules by Aegean Airlines & Paul Papadimitriou

10.05 — 10.15 Welcome by the President of SETE, Yiannis Retsos & Opening Speech by the Minister of Tourism, Elena Kountoura

10.15 — 10.30 15' introductory talk by Paul Papadimitriou

10.30 — 10.50 **KEYNOTE 1**

“Integrated Place Brand Management” by Martin Boisen /
Vice Chairman – International Place Branding Association and
Director – For the Love of Place

10.50 — 11.05 **KEYNOTE 2**

LESSONS FROM COPENHAGEN

Signe Jungersted / Director of Development –
Wonderful Copenhagen

11.05 — 11.20 **KEYNOTE 3**

LESSONS FROM AMSTERDAM

Geerte Udo / Associate Director Marketing Strategy –
Amsterdam Partners

11.20 — 11.50 * **PANEL 1**

BEYOND TOURISM PROMOTION

Speakers: **Geerte Udo /** Associate Director Marketing Strategy –
Amsterdam Partners

Signe Jungersted / Director of Development – Wonderful Copenhagen

Moderator: **Martin Boisen /** Vice Chairman of the Board – International
Place Branding Association & Director – For the Love of Place

11.50 — 12.20 **COFFEE BREAK**

12.20 — 12.55 * **KEYNOTE 4**

David Bizer / Founder, CEO – Talent Fountain

12.55 — 13.40 * **PANEL 2**

STARTUP TECH IN TOURISM

Speakers: **Lela Dritsa /** Co-founder & President – Nannuka
Alexandros Trimis / CEO – Welcome
Babis Kourtzis / CEO – EXCLUSIVI

Agamemnon Papazoglou / Co-Founder – MyJoBNow

Moderator: **Dimitris Kalavros – Gousiou /** Co-Founder & Partner Velocity.Partners
Venture Capital

13.40 — 14.10 * **FIRESIDE CHAT 1**

Jambu Palaniappan / Executive in Residence – Atomico Ventures
Paul Papadimitriou / Founder – Intelligencr

14.10 — 15.20 **LUNCH BREAK & NETWORKING**

15.20 — 16.10* **PANEL 3**

LITTLE THINGS THAT MAKE THE DIFFERENCE

Speakers: **Kash Bhattacharya /** Professional Travel Blogger &
Digital Tourism Marketeer

Valerie Pretscher / Junior Development Manager Europe – Zoku

Moderator: **Peter Jordan /** Head of Insights – Toposophy

16.10 — 16.40* **FIRESIDE CHAT 2**

Speakers: **Iain McDonald /** EMEA Content Director – Quartz

Paul Papadimitriou / Founder – Intelligencr

16.40 — 17.15* **KEYNOTE 5**

Speaker: **George Achillias /** Co-Author of “Revealing the Invisible” &
Chief Strategy Officer – Alite

17.15 — 17.30 **CLOSING REMARKS**

A chat with the President of SETE, Yiannis Retsos &
Paul Papadimitriou, Founder & CEO – Intelligencr.

MASTERCLASSES AT VENUE 2

12.15 — 13.15 **MASTERCLASS 1**

‘TOURISM TECTONICS’ by Peter Jordan

How to navigate the great shift from destination marketing to management Tourism growth in destinations of all sizes is putting pressure on authorities across a range of areas: to limit the negative impact of larger crowds, consult with local residents and ensure that tourist visits are better spread throughout the destination, and during the year. The destination marketing community is familiar with these themes, but putting them into action is now more urgent than ever. Using examples that are being put into practice from across Europe, Peter Jordan, Toposophy’s Head of Insights will help destination authorities get a clear idea of how to navigate the future and transform their organizations into effective managers of destinations.

13.40 — 14.40 **MASTERCLASS 2**

‘STEPPING UP YOUR CULTURE IN DIGITAL TIMES’ by David Bizer

In this masterclass David Bizer will highlight new tools and technology, focused on building employee experience and positive culture. He will present examples of how can technology support a stronger corporate culture. By focusing on new ideas that can be implemented immediately, he aims that each participant will leave the masterclass with a minimum of three new ideas possible to implement in their own unique business environment.

15.20 — 16.20 **MASTERCLASS 3**

‘THE DIGITAL TRANSFORMATION WORKSHOP: INNOVATION STRATEGIES THROUGH DATA UTILISATION’ by Chris Andrikos & Michael Georgakopoulos

How do we foster change and success in a way, that is tailored to fit our unique situation? How do we tackle their challenges faster and better? This workshop takes us through the way of working of modern industry leaders: understanding the user, combining data with technology, based on sophisticated methodologies. / *Chris Andrikos is Partner & Head of Digital Transformation at Foundation. Michael Georgakopoulos is the CEO at Satori Analytics.*

Venue1: Hesperides Hall, Hilton Athens Venue 2: Thalia 2 Hall, Hilton Athens * Q&A included

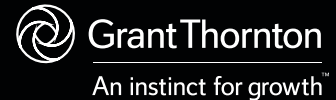
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