

EXPERIENCE. CULTURE. EVERYWHERE.

CONNECTING THE DOTS

10:00 - 10:30 Welcome Coffee - Registration

10:30 - 11:00 Opening Remarks - Greetings

Speakers:

- **Tasos Tzikas**, *President of TIF-HELEXPO*
- **Ilias Patsarouhas**, *General Director of ODAP*
- **Eleni Rapti**, *Deputy Minister of Tourism*
- **Andreas Fiorentinos**, *General Secretariat of Greek Tourism Organization*
- **Stelios Angeloudis**, *Mayor of Thessaloniki*
- **Aikaterini Spyridaki**, *Member of Parliament PASOK-Kinima Allagis, Head Department of Tourism*

11:00 - 11:20

Theme: Culture and Tourism | Strength in Unity
The importance and potential stemming from the union of forces. Setting the framework for the conference discussion.

Speakers:

- **Nicoletta Divari-Valakou**, *Chair of the ODAP Board, Honorary Director of Antiquities, Ministry of Culture*
- **Ioanna Dretta**, *President of Marketing Greece & CEO Reds*

11:20 - 11:40

Theme: Redefining Culture
Highlighting the multifaceted role of culture.

Speakers:

- **Dr. Theodore Papakostas**, *Archaeologist, Archaeostoryteller*
- **Georgia Stratouli**, *Director of Antiquities for Imathia & Kilkis, Ministry of Culture*

11:40 - 12:25

Theme: Culture as Part of the City, Part of Life
A panel discussion on the contribution of culture to the development of destinations.

Panelists:

- **Anastasia Gadolou**, *General Director, Archaeological Museum of Thessaloniki*
- **George Skiadaresis**, *Director of Antiquities for Halkidiki & Mount Athos, Ministry of Culture*

- **Eleni Androutsopoulou**, *Head of Greek Film Program, Thessaloniki International Film Festival*
- **Villy Fotopoulou**, *Director of Modern Cultural Heritage, Ministry of Culture*
- **Alexandra Charitatu**, *Board Member of ODAP, Head of Product Modernization and Store Reorganization*

Discussion Coordination:

- **Pantelis Karamanis**, *Strategic Marketing & Communications Consultant - Executive Coach*

12:25 - 12:40

Theme: Guiding the Public through Cultural Routes

The experiences of those in the field.

Speakers:

- **Anastasia Gaitanou**, *President of Thessaloniki Guides*
- **Kyriaki Oudatzi**, *Director of the Olympic Museum of Thessaloniki*

12:40 - 12:55 Break/Coffee

12:55 - 13:10

Theme: Inspiring Best Practices

Speakers:

- **Pavlos Chatzigrigoriou**, *Researcher in Interactive Digital Heritage Systems, Member of the Jury for the EU Prize for Cultural Heritage – Europa Nostra Awards, President of the NGO Heritage Management e-Society*
- **Katerina Saridaki**, *Director of Capsule T*
- **Eleni Papadopoulou**, *Ephorate of Antiquities of Chania, Ministry of Culture (zoom)*

13:10 - 13:30

Theme: Culture and Intellectual Property

Presentation on the challenges and opportunities in the digital age.

Speaker:

- **Prodromos Tsiavos**, *Head of Digital Development and Innovation, Onassis Foundation; Academic Director of Studies, Institute of Intellectual Property and Innovation, European Public Law Organization.*

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13:30 - 14:20 Lunch Break - finger food /
Networking

14:20 - 14:50

Theme: Growth and Extroversion in Culture
Panel discussion on the opportunities and
importance of promoting culture.

Participants:

- **Dr. Agathoniki Tsilipakou**, General Director
of the Museum of Byzantine Culture
- **Alexandros Thanos**, Special Advisor, SETE
- **Lysandros Tsilidis**, President, Fed-HATTA
- **Vicky Hadjivassiliou**, Deputy Regional
Governor for Tourism, Central Macedonia

Discussion Coordination:

- **Victoras Montselli**, Director of
Newsbeast.gr

14:50 - 15:30

Theme: Cultural Heritage as a Destination
Presentation of a study conducted by ODAP and
a discussion panel on the importance of
developing Cultural Tourism Marketing.

Participants:

- **Maria Fasoula**, Cultural Management
Consultant
- **Dr. Derek Bryce**, Senior Lecturer in
Marketing, University of Strathclyde,
Glasgow
- **Pavlos Triantafyllidis**, Ephorate of
Antiquities of Lesvos, Ministry of Culture
- **Georgios Vilos**, General Director of
Development, Fraport Greece

Discussion Coordination:

- **Pantelis Karamanis**, Strategic Marketing &
Communications Consultant - Executive
Coach

15:30 - 15:50

Theme: Tourism as a Cultural Experience
A discussion on the connection between the two
sectors and tourism's contribution to promoting
cultural heritage.

Speakers:

- **Nikos Diamantopoulos**, General Director
Marketing Greece
- **Angeliki Maragaki**, Director of Cultural
Productions, Sales & Promotion, Monitoring
& Resource Development

15:50 - 16:10

Theme: Hellenic Heritage
Your gateway to Greek culture.

Speakers:

- **Konstantinos Karachalios**, CEO, Tool
- **Chris Ouzounis**, Interaction Designer

16:10 - 16:30

Theme: Welcoming & Hosting Culture
The role of hospitality in showcasing culture.

Speakers:

- **Yiannis Retsos**, Former President of SETE,
CEO & Co-Owner of Electra Hotels &
Resorts
- **Sakis Papadopoulos**, Journalist

16:30 - 17:00

**Theme: Monuments at the Heart of Life and
Sustainable Development**
Empowering destinations through culture.

Speakers:

- **Stavros Benos**, President of the "DIAZOMA"
Association
- **Yiannis Zirinis**, Vice President of ODAP
- **Panagiotis Ntais**, Mayor of Igoumenitsa
- **Romylos Chatzigiannoglou**, Mayor of
Didymoteicho
- **Giorgos Agrimanakis**, Deputy Mayor of
Finance & Local Economy Development

Discussion Coordination:

- **Nikol Kazantzidou**, Journalist
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