



# PROGRAMME

**Thursday, February 9, 2006**

- 08.45 – 09.15 Arrivals - Registration
- 09.30 – 10.30 Opening - Welcome Addresses**  
*Coordinators: Renia Tsitsibikou, Yiorgos Amiras, "Menoume Ellada" ERT, Greece*
- 10.30 – 11.30 SESSION 1**  
*Coordinator: Vassilis THEOHARAKIS, Associate Professor of Marketing & Entrepreneurship, ALBA Graduate School, Greece & Senior Lecturer in Marketing, Aston Business School, UK*
- 10.30 – 11.00 *Keynote Lecture*  
**Marketing Destinations and Venues for Conferences, Conventions and Business Events**  
*Tony ROGERS, Chief Executive, British Association of Conference Destinations (BACD) & Executive Director of the Association of British Professional Conference Organisers (ABPCO), U.K.*
- 11.00 – 11.30 *Keynote Lecture*  
**Crisis Management - A Challenge for the Tourism Industry in the 21st Century**  
*Dirk GLAESSER, Chief of Publications, World Tourism Organization, Germany*
- 11.30 – 12.00 Networking Break - Coffee**
- 12.00 – 13.30 SESSION 2**  
*Coordinator: Vassilis THEOHARAKIS, Associate Professor of Marketing & Entrepreneurship, ALBA Graduate School, Greece & Senior Lecturer in Marketing, Aston Business School, UK*
- 12.00 – 12.30 *Keynote Lecture*  
**Creating World-Class Customer Advocacy**  
*Michael WEISSMAN, President, Fresh Perspectives, USA*
- 12.30- 12.50 **Destination Attractiveness, Winner's Curse, White Elephants and the Prisoner's Dilemma: Is there a solution?**  
*Andreas PAPANATHANASSIOU, Assistant Professor in Industrial Economics with emphasis on Tourism, University of Aegean, Greece*

- 12.50 – 13.10 **Various Slogans in Tourism and the Meetings Industry: Have they any Impact?**  
*Jannis PATELLIS, AIEST, Patellis Consultants - Ergomichaniki Ltd, Greece*
- 13.10 – 13.30 Q&A
- 13.30 – 14.30 Networking Break - Lunch**
- 14.30 – 16.00 SESSION 3**  
*Coordinator: Spyros GIANNIOTIS, Editor, Hellenic Traveling, Greece*
- 14.30 – 15.00 *Keynote Lecture*  
**Creating a Unique Image for a Medium-sized Conference Center in a Second Destination: A Case Study**  
*Nikolaus BREISACH, CEO Grazer Congress, Convention Center Graz, Austria*
- 15.00 – 15.30 *Keynote Lecture*  
**The history of Indianapolis as an Emerging Meeting, Conventions and Exhibition Destination**  
*Sotiris AVGOUSTIS, Associate Professor, Indiana Purdue University, USA*
- 15.30 – 15.50 **Innovative Experiences through Mega Attractions - "The Recreation of the Ancient Wonder of Colossus"**  
*Georgios BARBOUTIS, Director of Marketing and Corporate Communications, Mediterranean Hotel and Rodos Palace Resort & International Convention Center, Greece*
- 15.50 – 16.00 Q&A
- 16.00 – 16.30 Networking Break - Coffee**
- 16.30 – 17.40 SESSION 4**  
*Coordinator: Andreas PAPATHEODOROU, Assistant Professor in Industrial Economics with Emphasis on Tourism, University of Aegean, Greece*
- 16.30 – 16.50 **Marketing of Venues that Organize Conferences, the Case of Greece**  
*Eleftheria GRIBA, Phd Candidate, University of the Aegean, Greece*
- 16.50- 17.10 **The Milos Conferences Project**  
*Athanasios KEFALAS, Milos Site Manager, S&B Industrial Minerals S.A., Greece*
- 17.10 – 17.30 **How to Market Metropolises through Cultural Events: Case of Istanbul**  
*Meral KORZAY, Professor, Bogazici University, Turkey*
- 17.30 – 17.40 Q&A
- 18.00 – 19.00 Cultural Event - Lyravlos, Center of Greek Musical Tradition**
- 19.00 – 20.00 Welcome Reception**

Friday, February 10, 2006

- 09.30 – 11.30**     **SESSION 5**  
*Coordinator: Vasilis THEOHARAKIS, Associate Professor of Marketing & Entrepreneurship, ALBA Graduate School, Greece & Senior Lecturer in Marketing, Aston Business School, UK*
- 09.30 – 10.00     *Keynote Lecture*  
**Who are we really???** - A study on Ascertaining the True Identity of Organized Event Destinations and their Venues  
*Gina ROUPAKA, Managing Director, FOCUS S.A. - Athenian Marketing Research Centre, Greece*
- 10.00 – 10.20     **Place Marketing as a Future Oriented Process: Preparing a Pilot City Marketing Plan for the case of Nea Ionia, Magnesia, Greece**  
*Alex DEFFNER, Assistant Professor, University of Thessaly, Greece*
- 10.20 – 10.40     **ICCA International Congress & Convention Association**  
*Irini VARDA CAPSIS, Commercial Director, Capsis Convention Centres & Resort Hotels/SOFITEL (Accor Group), Greece*  
*Panayiotis PODIMATAS, Managing Director, Podimatas Audiovisuals, Greece*
- 10.40 – 11.00     **From Market Orientation to Metamorphosis: Lessons from the Greek Business Environment**  
*Vassilis THEOHARAKIS, Associate Professor of Marketing & Entrepreneurship, ALBA Graduate School, Greece & Senior Lecturer in Marketing, Aston Business School, UK*
- 11.00 – 11.10     Q&A
- 11.10 – 11.40**     **Networking Break - Coffee**
- 11.40 – 13.30**     **SESSION 6**  
*Coordinator: Thanassis ANTONIOU, Journalist, Marketing Week Magazine, Greece*
- 11.40 – 12.10     *Keynote Lecture*  
**Bidding for an Association Congress and Local Needs**  
*Jorge E. CASTEX, Managing Director, ICS - International Conference Services, Argentina*
- 12.10 – 12.30     **Corporate Social Responsibility. The Key to Positive Corporate Reputation & Marketing Differentiation**  
*Nikos AVLONAS, Executive Director Centre for Sustainability and Excellence, Professor of Management Deree College, Greece*
- 12.30 – 13.20     **The Culture of Repositioning**  
*George DRAKOPOULOS, General Manager SETE, Greece*  
*Giannis FOTIS, Co-owner, Marketing Consulting Market Plan, Greece*
- 13.20 – 13.30     Q&A

- 13.30 – 14.30      Networking Break - Lunch**
- 14.30 – 16.30      SESSION 7**  
*Coordinator: George MICHAILIDES, Senior General Manager Marketing, Louis Cruise Lines, Cyprus*
- 14.30 – 15.00      *Keynote Lecture*  
**On the Crest of a Wave Conferences and Incentives Onboard Reaching out to New Markets**  
*George MICHAILIDES, Senior General Manager Marketing, Louis Cruise Lines, Cyprus*
- 15.00 – 15.20      **The Contribution of the Air Transport in Line with the Success of Special Events**  
*Stavros DALIAKAS, Commercial Manager, Aegean Airlines, Greece*
- 15.20 – 15.40      **Winery Visits and Wine Tourism**  
*Yiorgos KOTSERIDIS, Lecturer, Agricultural University of Athens, Greece*
- 15.40 – 16.00      **Geotourism: An Important Field for an Alternative Tourist and Sustainable Development**  
*George VOUGIOUKALAKIS, Researcher, Greek Geological Institute, Greece*  
*Michael FYTIKAS, Professor, Aristotle University of Thessaloniki, Greece*
- 16.00 – 16.20      **Destination Weddings in Greece**  
*Lila KONSTANTINIDOU, Chief Wedding Planner Heliotopos S.A., Greece*
- 16.20 – 16.30      Q&A
- 16.30 – 17.00      Networking Break - Coffee**
- 17.00 – 18.10      SESSION 8**  
*Coordinator: Ourania VRONDOU, Lecturer, Alpine Center, the Swiss Business School for Hotel & Tourism Management Education in Greece*
- 17.00 – 17.20      **Sporting Events: The Sleeping Giants, Marketing Strategies to Attract Sporting Events**  
*Ourania VRONDOU, Lecturer, Alpine Center, the Swiss Business School for Hotel & Tourism Management Education, Greece*
- 17.20 – 17.40      **Accessible Destinations: The Way Forward**  
*Aris IKKOS, General Manager, JBR Hellas, Greece*
- 17.40 – 18.00      **Transforming a Place to the "Right Place" through a Unique Event**  
*Dimitra DASKALAKI, Head of Group's Corporate Communications Dpt., Public Relations and Event Management, IMAKO MEDIA S.A, Greece*
- 18.00 – 18.10      Q&A

**18.10 – 19.10**     **Round Table Discussion 1- The Buyers' Perspective**  
*Coordinator: Spyros ZOUGRIS, Publication Consultant, The Tourism Report Magazine, Greece*

*Aggeliki DIKEOULIA, Project Manager, American- Hellenic Chamber of Commerce, Greece*

*George MELAS, Senior Business Unit Manager, Schering – Plough Pharmaceutical, Greece*

*George NEOFOTISTOS, Research Assistant Professor, Physics Department, University of Crete & Research Coordinator Lambrakis Foundation, Greece*

*Ria PSOUHLA, Event Manager, V&O Advertising, Greece*

**Saturday, February 11 2006**

**09.30 – 11.30**     **SESSION 9**  
*Coordinator: Sotiris AVGOUSTIS, Associate Professor, Indiana Purdue University, USA*

09.30 – 10.00     *Keynote Lecture*  
**Continuous Education in Meetings Profession**  
*Amanda CECIL, Assistant Professor in the Department of Tourism, Conventions and Event Management at Indiana University, USA*

10.00 – 10.20     **Mice Industry as a Factor of Destination Branding**  
*Adamantini MAZI, Mazi Great Events, Greece*

10.20 – 10.40     **Practical Aspects of Marketing Destinations Effectively**  
*Dimitris KOUTOULAS, Lecturer, Greek Open University, Greece*

10.40 – 11.00     **The Case of "Xenios Dias" in Kozani**  
*Dimitris MICHAELIDES, National Coordinator, European Culinary Heritage Network, Greece*

11.00 – 11.30     Q&A

**11.30 – 12.00**     **Networking Break - Coffee**

**12.00 – 13.30**     **Round Table Discussion 2 - Gastronomy as a Marketing Tool**  
*Coordinator: George HATZIYIANNAKIS, Owner, Selene Restaurant, Santorini, Greece*

*Kostas KONSTANTINIDIS, CEO, Heliotopos Group, Greece*

*Kostas TOULOUMTZIS, President, International Association of Sommeliers, Greece*

*Kostas VAKIRTZIS, Owner, Plous Podilatou Restaurant, Greece*

*Manolis YIAMNIADAKIS, Commercial Director, Semeli Wines, Greece*

**13.30 – 14.30**     **Networking Break - Lunch**

**14.30 – 16.30**     **SESSION 10**  
*Coordinator: Margarita MANOUSOU, Editor in Chief, "Touristiki Agora" Magazine, Greece*

- 14.30 – 14.50      **Database Driven Websites: Advantages and Disadvantages**  
*Zacharias AGIOUTANTIS, Professor, Technical University of Crete, Greece*
- 14.50 – 15.10      **Search Engine Optimisation for Destination's Websites**  
*Rania DEIMEZI, Project Manager, Travel Media Applications, Greece*
- 15.10 – 15.30      **Exhibiting Effectively and Efficiently**  
*Margarita MANOUSOU, Editor in Chief, "Touristiki Agora" Magazine, Greece*
- 15.30 – 15.50      **Exhibition Marketing**  
*Athanasios RAPTIS, Marketing Manager, Helexpo S.A, Greece*
- 15.50 – 16.10      **Tourism Exhibitions: A Unique Tool for Destination Marketing**  
*Nikos KOUMANIS, Project Manager, Xenia Exhibition - Conferences S.A., Greece*
- 16.10 – 16.30      Q&A
- 16.30 – 17.00      Networking Break - Coffee**
- 17.00 – 18.00      **SESSION 11**  
**Marketing Destinations Workshop**  
*Coordinator: Dimitris KOUTOULAS, Greek Open University, Greece*
- 18.00 – 18.30      Closing Remarks**