

Wednesday, February 7, 2007

- 08:30 – 09:00 Arrivals - Registration
- 09:00 – 10:30 *Seminar*
Capturing corporate events
Carolyn Dow, SITE President 2001 and Director of SITE Europe, Managing Director of the Dow Consultancy, U.K.
- 10:30 – 10:45 **Networking Break - Coffee**
- 11:00 – 12:00 **Opening - Welcome Addresses**
Coordinators: Renia Tsitsibikou, George Amiras, "Menoume Ellada" ERT, Greece
- 12:00 – 13:00 *Keynote Lecture*
Modern day success stories - A look at some of the leading global incentive destinations
Paul Flackett, CITE, SITE President 1995, Managing Director of IMEX, U.K.
- 13:00 – 14:00 **Networking Break - Lunch**
- 14:00 – 16:00 **SESSION 1**
Chair: Thanos Grapsas, J. Grapsas S.A., Greece
- Retrospective and future of the incentives in Greece**
Byron Argiri, Founder and President Emeritus CONCEPTOURS, Greece
- Media: How to evaluate it, how to track it, how MICE buyers use it**
Bill LaViolette, Chairman of several SITE Intl Committees and Former Board Member of the SITE Germany Chapter, Managing Director and Publisher Incentives and Meetings International, U.S.A.
- Essentials of the incentive world and SITE**
Tasso Pappas, CITE, President Greek Chapter of SITE, Greece

- 16:00 – 16:15 **Networking Break - Coffee**
- 16:15 – 19:20 **SESSION 2**
Chair: Margarita Manousou, Editor in Chief, "Touristiki Agora" Magazine, Greece
- How to develop and use motivation tools for wine branding**
Robert Tabak, Co-owner of Playthegame.be, Wine Tourism Specialist, Belgium
- Physical team activities as a solution for the achievement of corporate goals**
Jon Bradshaw, Senior Sales Manager, IMEX, U.K.
- Gourmet PR recipes for destination marketing: The case of Athens**
Athina Vorilla, The Athens Tourism and Economic Development Agency, Public Relations Director, Greece
- Building a safe and secure tourism industry**
Sotiris Hji-Avgoustis, Associate Professor, Indiana Purdue University, U.S.A. & James Bennett, Indiana Purdue University, U.S.A.
- Team building and change of attitude**
Kostis Stamatopoulos, Summit Exploring, Greece
- 19:20 – 21:00 **Let's Beat as a Team - an interactive event by Summit Exploring**
Welcome Reception

Thursday, February 8, 2007

- 09:00 – 10:30 *Seminar*
Delivering the incentive quality experience: What buyers want
Bruce Tepper, MBA, CITE, CTC, Director of SITE Intl Board, Vice President of Joselyn, Tepper and Associates Inc., U.S.A.
- 10:30 – 11:15 **The organization of incentive: Be a real professional and gain more**
Rodolfo Musco, CMP, CMM, President SITE Italian Chapter,

President of Motivation and Events, Italy

11:15 – 11:30 **Networking Break - Coffee**

11:30 – 13:30 **SESSION 3**

Chair: Thanassis Antoniou, Journalist, "Marketing Week" Magazine, Greece

Incentive activities in the South East European region-the corporate point of view: Demand and supply considerations

Lode Beckers, Former Board Member of SITE Foundation and SITE Belgium Chapter, Chairman of LOBO N.V. Eurostrategies, Belgium

The challenge of competitiveness for tourism destinations

Georgios Drakopoulos, General Manager, Association of Greek Tourist Enterprises, Greece

Greek premium quality foods and beverages and Greek Mediterranean gastronomy: A "must" for the traveling experience

Teti Perissaki, Hellenic Foreign Trade Board, "Kerasma" Project Manager, Greece

13:30 – 14:30 **Networking Break - Lunch**

14:30 – 16:30 **SESSION 4**

Chair: Vassilis Theoharakis, Associate Professor of Marketing & Entrepreneurship, ALBA Graduate School, Greece & Senior Lecturer in Marketing, Aston Business School, U.K.

Applying meeting technology for incentive programs

Maarten Vanneste, CMM, President of MPI Belgium in 2003-2004, President and CEO of Abbit Meeting Support, Belgium

Networking: More than just handing out a business card

Linda Pereira, Executive Director CPL Events, Portugal

Protecting the reputation of a tourism destination in case of a crisis

Deborah Luhrman, WTO Specialist in Crisis Management, Spain

Airlines contribution in promoting destinations

Stavros Daliakas, Commercial Manager, Aegean Airlines, Greece

Destination brand equity

Alexandros Kouris, PRC Group shareholder, Executive Director Designate and Head of the Communications Business Unit, Greece

16:30 – 16:45 **Networking Break - Coffee**

16:45 – 17:45 **SESSION 5**

Chair: Spyros Gianniotis, Editor, Hellenic Traveling, Greece

Incentive travel in times of terrorism: Challenges and solutions

Rob Davidson, University of Westminster, U.K.

Promoting destinations through Mega Events: The case of Gert Hof

Dimitris Koutoulas, Tourism & Marketing Consultant, Greece

Conference tourism in Kenya: Product development, diversification and extension

Odunga Pius Ongoro and Belsoy Sawe Josphat, *Department of Tourism and Tour Operations Management and Department of Hotel and Hospitality Management, School of Business and Economics, Moi University, Kenya*

17:45 – 18:45 **Round Table Discussion - Creativity and quality on top of sun and folklore**

Coordinator: Alexandros Kouris, PRC Group shareholder, Executive Director Designate and Head of the Communications Business Unit, Greece

- Panayiotis Arkoumanas, Financial Advisor of the Mayor of Athens, Greece
- George Barboutis, *Director of Marketing and Corporate Communications, Mediterranean Hotel and Rodos Palace Resort & International Convention Center, Greece*

- George Karamanos, Director of Communications & Marketing, Athens International Airport, Greece
- Dimitris Koutoulas, Tourism & Marketing Consultant, Greece
- Vassilis Theoharakis, Associate Professor of Marketing & Entrepreneurship, ALBA Graduate School, Greece & Senior Lecturer in Marketing, Aston Business School, U.K.
- Mary-Irene Triantafillou, Emery Wines, President of the Association "Greek Women of Wine", Greece

18:45 – 19:15 **Public Discussion on the Conference**

19:15 – 19:30 **Closing Remarks**