

Alba - SOKEE Executive Program in Exhibition and Event Management, Class 2, Thessaloniki

DATES	COURSE TITLE	TIME	VENUE	Instructors
Friday, May 9	Ecosystem Thinking	17:30-19:30	Thessaloniki	Dr. Kostas Axaroglou Professor of International Business and Strategy Dean, Alba Graduate Business School, The American College of Greece
Saturday, May 10	1. Introduction to Commercial Exhibitions: Past, Present and Types 2. Global Dynamics of Commercial Exhibitions: Policies, Trends and International Organizations	10:00-13:00	Thessaloniki	Theodore Vokos Managing Director Posidonia Exhibitions SA President SOKEE
	The Exhibition Organiser	13:00-15:00		Evangelos Charalambous Managing Director Be Best Secretary General SOKEE
	Exploring Exhibition Stand Building: Challenges and Employment Prospects	15:00-17:00		Anna Mouratidou Managing Director ConstrAction
Saturday, May 17	Digital Marketing	11:00-15:00	Thessaloniki	George Anagnostopoulos Teaching Fellow, Alba Ioannis Panagiotopoulos Teaching Fellow, Alba
		15:00-17:00		Yannis Angelou Head of Advertising, Press & social media TIF-HELEXPO
Saturday, May 24	Negotiations	10:00-13:45	Thessaloniki	Elena Koltsaki Affiliate Professor, Lawyer/Mediator Alba Graduate Business School, The American College of Greece
	1. Mastering Marketing in Commercial Exhibitions 2. Maximizing Exhibitor Success: Strategic Goals in Exhibition Participation	14:15-17:00		Dr. Kyriakos Pozrikidis Managing Director Thessaloniki International Fair (TIF) – HELEXPO SA
Saturday, May 31	Unraveling Exhibition Dynamics: Size, Benchmarking, and Statistics	10:00-13:00	Thessaloniki	Alexis Lagoudakis CEO ROTA SA
	Strategic Customer Service Management	13:00-17:00		Dr. Kyriakos Kyriakopoulos Professor of Strategy and Marketing Academic Director of Executive MBA Alba Graduate Business School, The American College of Greece
Saturday, June 14	Unveiling the Conference Meetings Industry: Unique Characteristics and Contrasts with Exhibitions	11:00-14:00	Thessaloniki	Sissi Lygrou President HAPCO & DES, CEO AFEA Travel & Congress Services, Board Member of IAPCO (International Association of Professional Congress Organizers) Antonia Alexandrou General Secretary HAPCO & DES, Chairman & CEO CONVIN S.A.
	Organising National Participation in Exhibitions Abroad	14:30-16:30		Alkis Kalabokis Managing Director Great Trade Exhibitions
Saturday, June 21	Attracting Hosted Buyers to your Show	10:00-11:45	Thessaloniki	Eleftheria Kampa , Marketing & Communications Director Strategy Advisor, Forum SA Ioanna Lalia , Hosted Buyers Manager, Forum SA
	Strategy: Ecosystems and Strategic Customer Relations	12:00-16:00		Dr. Kostas Axaroglou Professor of International Business and Strategy Dean, Alba Graduate Business School, The American College of Greece
	Graduation	16:00 - 17:00		SOKEE - Alba