




Alba - SOKEE Executive Program in Exhibition and Event Management

DATES	COURSE TITLE	TIME	VENUE	Instructors
Friday, April 12	Ecosystem Thinking	17:30-19:30	Alba, XENIAS 6-8, ATHENS room #104	Dr. Kostas Axarloglou Professor of International Business and Strategy & Dean, Alba Graduate Business School, The American College of Greece
Saturday, April 13	Introduction to Commercial Exhibitions: Past, Present and Types	10:00-11:45	Alba, XENIAS 6-8, ATHENS room #208	Theodore Vokos Vice President & CEO Posidonia Exhibitions SA
	Global Dynamics of Commercial Exhibitions: Policies, Trends and International Organizations	12:15-14:00		Aimilia Papachristou General Manager Posidonia Exhibitions SA
Saturday April 20	Marketing	10:00-13:45 (1 break of 15')	Alba, XENIAS 6-8, ATHENS room #206	Theodore Vokos Vice President & CEO Posidonia Exhibitions SA
	Mastering Marketing in Commercial Exhibitions	14:15-16:00 (1 break of 15')		Aimilia Papachristou General Manager Posidonia Exhibitions SA
Saturday April 27	Strategic Job Searching and Effective Employment Discovery	10:00-13:45 (1 break of 15')	Alba, XENIAS 6-8, ATHENS room #208	Dr. Kyriakos Kyriakopoulos Professor of Strategy and Marketing, Academic Director of Executive MBA , Alba Graduate Business School, The American College of Greece
	The exhibition organiser	14:30-16:00		Dr. Kyriakos Pozrikidis Managing Director Thessaloniki International Fair (TIF) – HELEXPO SA
				Dr. Evangelia Baralou Academic Director of MSc in Tourism Management , Alba Graduate Business School, The American College of Greece
				Alexis Lagoudakis CEO ROTA SA

Saturday May 18	Maximizing Exhibitor Success: Strategic Goals in Exhibition Participation	10:00-11:45	Alba, XENIAS 6-8, ATHENS room #404	Dr. Kyriakos Pozrikidis Managing Director Thessaloniki International Fair (TIF) – HELEXPO SA
	Excelling in Exhibition Participation: A Strategic Roadmap	12:15-14:00		Christos Papakis Executive Director HEMEXPO Artemis Vamvakopoulou Managing Partner, Extrovert Business Communications
Saturday May 25	Unveiling the Conference Meetings Industry: Unique Characteristics and Contrasts with Exhibitions  Organised by	10:00-13:00	TBA	Sissi Lygnou, President HAPCO & DES, CEO AFEA Travel & Congress Services, Board Member of IAPCO (International Association of Professional Congress Organizers) Panagiotis Podimatas, 1st Vice President HAPCO & DES, Managing Director P.C. PODIMATAS AUDIOVISUAL S.A. Antonia Alexandrou, General Secretary HAPCO & DES, Chairman & CEO CONVIN S.A.
Saturday June 8	Exploring Exhibition Stand Building: Challenges and Employment Prospects	10:00-11:45	Alba, XENIAS 6-8, ATHENS room #304	Petros Theodoridis President and CEO Vision
	Unraveling Exhibition Dynamics: Size, Benchmarking, and Statistics	12:00-13:45		Alexis Lagoudakis CEO, ROTA SA
	Maximizing Impact: Understanding Hosted Buyer Programs in Exhibitions	14:15-16:00		Athanasios Panagoulas President & CEO, FORUM SA
Saturday June 29	Customer Centricity	10:00-12:45 (1 break of 15')	Alba, XENIAS 6-8, ATHENS room #206-#207	Dr. Kyriakos Kyriakopoulos Professor of Strategy and Marketing Academic Director of Executive MBA Alba Graduate Business School, The American College Greece
	Strategic Customer Service Management	13:30-17:00 (2 breaks of 10')		
	Graduation	16:00-17:00		Alba_SOKEE