

Interreg



Greece-Bulgaria



TERRA-MINE

European Regional Development Fund

INVITATION TO THEMATIC CONFERENCE

THEMATIC FORMS OF TOURISM AND LOCAL DEVELOPMENT

MODERN APPROACHES AND TOOLS FOR TOURISM PROMOTION

Monday, December 5th, 2022
Time 16.30

Hotel PANORAMA
26 Analipseos str., Panorama

ORGANIZATION



MUNICIPALITY OF
PILEA-HORTIATIS



The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme

Conference agenda

16.30-17.00 Registrations | Welcome coffee

17.00-17.20 Welcome and introduction speeches

17.20-18.00 **TerraMine project: Idea, actions, results**

Representatives of project partners

Municipality of Madan | Municipality of Pilea-Hortiatis

Place identity. A digital application promoting Asvestohori.

Learning about the profession of the quarrier through a game...

Stergios Kotsanis, Head of ICT, European Programmes & Quality Division, Municipality of Pilea-Hortiatis

Alexandra Ananika, Head of Development and European Programs Department, Municipality of Pilea-Hortiatis

18.00-18.40

Thematic forms of tourism and local development

Architectural landscape studies for sightseeing/ trekking tourism, the Path of the Ice Makers in Hortiatis

Dr. Eleni Athanasiadou, Lecturer in Landscape Architecture at AUTH, President of the Greek Association of Landscape Architects

Conference Tourism, A development proposal

Despina Amarantidou, Managing Partner, ARTION, Conference Organization

18.40-19.40

Modern approaches and tools of tourism promotion

Tourism Development Perspectives and Tools

Grigoris Toulas, Marketing Manager, Thessaloniki Tourism Organization

Destination Branding and Marketing

Spiros Pengas, CEO Wise Ram

Laura Argyropoulou, Marketing & Communication Strategist, Wise Ram

Digital Marketing in Tourism: A Holistic Approach

Marios Anthopoulos, Senior PPC Executive, Omniliq Digital Consultants

19.40-20.00

Questions | Remarks | Conclusions

20.00-21.00

Cocktail

www.terramine.eu



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