

## ONLINE INFODAY

A way towards the cultural heritage promotion and preservation in the cross-border area

29/9 2022

REGISTER

ZOOM LINK



9:30-10:00	Online registration
10:00-10:15	Welcome speeches
10:15-11:15	<b>Innovative instruments for the preservation and promotion of cultural heritage in the cross-border area: the Tourism-e project and its actions</b> Vicky Stroumpou, <i>Deputy Head of the European Commission Program Monitoring Department, Greek Ministry of Tourism</i> Savina Nedyalkova, <i>Tourism-e Project Coordinator, Head of the Unit Strategic planning, analysis, and foresight at Tourism Policy Directorate, Bulgarian Ministry of Tourism</i> Dimitris Simiakos, <i>General Secretary of Thessaloniki Hotels Association</i> Alexandra Gkoulgkoutsika, <i>PhD in Economics, PlanO<sub>2</sub></i> Partner's representatives
11:15-11:30	Break
11:30-12:30	<b>Reflections: moving ahead the promotion and preservation of cultural heritage in the cross-border area</b>  <b>Branding and destination branding and marketing strategy with the use of new technologies</b> Laura Argyropoulou, <i>Marketing &amp; Communication Strategist Wise Ram</i>  <b>Blockchain technology in the promotion of cross-border cultural material. The case of Thessaloniki</b> Spiros Avdimiotis, <i>Associate professor, International Hellenic University, vice director of TOURLAB</i>  <b>European good practices for the promotion of common cultural and tourist assets – The case of project Epicah – Interreg Europe</b> Lazaros Lazaridis, <i>Executive of the Regional Development Fund of Western Macedonia – Project Manager of Epicah - Interreg Europe</i>
12:30-13:00	Discussion – Questions – Remarks
13:00-13:30	Evaluation and closure of the event

