# AGENDA

## Wednesday 16 January 2019

| Min. | Agenda | Speakers | Topic |
|---|---|---|---|
| 08:15–09:15 | Registration – "Meet & Greet" | | |
| 09:15-09.20 | Conference Opening | **Vicky Karantzavelou** Co-Founder & General Manager - Travel Media Applications | Welcome address |
| 09.20-09.30 | Conference Opening | **Savvas Perdios** Deputy Minister of Tourism - Republic of Cyprus | Welcome address |
| 09:30-09:40 | Conference Opening | **Vasilis Stamataris** *President - Association of Travel Agents in Cyprus* | Welcome address |
| 09:40-10:10 | Presentation | **Orestis Andrianis** Industry Manager Travel - Greece, Cyprus, Malta & Bulgaria - Google | Understanding the needs of incoming tourism |
| 10:10–10:30 | Presentation | **Panayiotis Theodorou** *Serial entrepreneur, Founder - B2bars Ltd* | What messenger chatbots technology is, and how travel agencies can benefit from it |
| 10:30-11:00 | Networking Break - "Meet & Greet" | | |
| 11:00–11:30 | Presentation | **Dr. Dimitris Koutoulas** Tourism & Hotel Marketing Consultant \| Hospitality & Destination Management Trainer \| Speaker | Losing the strategic perspective: The fragmentation of online and offline marketing |
| 11:30-12:00 | Presentation | **Stergios Panagiotakis** *CEO - Cyberlogic* | Innovative Travel Technologies for Destination Management & Incoming Travel |
| 12:00-12:30 | Presentation | **Costis Fronimos** *Sojern Representative* | Real Time Data in Travel & Tourism Marketing |
| 12:30-13:00 | Presentation | **Michalis Shaelos** *Head of Merchant Relations - JCC Payment Systems LTD* | Payments through JCC Smart |
| 13:00-14:00 | Networking Light Lunch Break – "Meet & Greet" | | |

| 14:00-14:20 | Presentation | **Arsenis Paschopoulos** *Managing Partner - JustOnLine \| Digital Marketing Agency* | Social Influencers: How can they help your business? |
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| 14:20-15:00 | Panel Discussion | Representatives from media | How to deal with the media, new and traditional |
| | END of 3rd Digi.travel Cyprus | | |