

1ST ONE-DAY EVENT (May 11, 2016) - CONTEMPORARY MARKETING: INNOVATION, TECHNOLOGIES AND STRATEGIES

The Marketing Laboratory MarLab and the Department of Business Administration organized a One-Day Marketing Event with the theme:

«CONTEMPORARY MARKETING: INNOVATION, TECHNOLOGIES AND STRATEGIES» Wednesday, May 11th 2016, at 19:00 Ceremonial Amphitheater, University of Macedonia. PROGRAM, Coordinator: **Rodoula Tsiotsou, Associate Professor in Services Marketing Director of Marketing Laboratory MarLab, University of Macedonia**

1. [Pantelis Xanthoulis](#), IBM Marketing Solutions Sales Leader, Spain, Portugal, Greece and Israel. *«Outthink Marketing Performance – Technology and Marketing New Age»*.
2. [Ilias Kyriakopoulos](#), Head of Business Customer Value Management, WIND Hellas *«Big Data, Big Experience»*.
3. [Vassilis Mourdoukoutas](#), Business Development and Corporate Affairs Director, V&O Communication *«Social Brands. Marketing Communication in Social Media Age»*.
4. [Dionysis Tsitos](#), Retail Marketing Director, Forthnet *«Modern Marketing: Art or Science? »*

The One-Day Marketing Event was a great success! The Ceremonial Amphitheater of the University of Macedonia was

filled with students, more than 500, from universities of North Greece as well as business professionals all passionate about marketing. The conference theme proved to be of considerable interest to the event's attendees, who said they really enjoyed the variety of topics and passion of the speakers. Attendees expressed that they appreciated the "community feeling" of the event and the lively participation of the audience. The energy at the conference was palpable and the speakers inspired many conversations and the exchanging of ideas on what needs to be done to continue making marketing progress in business. We hope the enthusiasm continues to the next event of MarLab!



