



ENTREPRENEURIAL CAMP | 6-7-8 JULY 2022
EXPERIENCING CENTRAL MACEDONIA REGION
ARISTOTLE UNIVERSITY OF THESSALONIKI | GREECE

PROGRAMME

06.07.2022 | HISTORY – CULTURE OF THE CENTRAL MACEDONIA REGION

09:30 - 17:30 Seminars and activities

09:30 - 10:00 Opening and welcomes

10:00 - 11.30 Lecture - Discussion

“Tourism development in Thessaloniki: branding and marketing practices based on the tangible and intangible characteristics of a place”, Sp. Pengas, founder of Wise Ram, Destination Manager, ex-Deputy Mayor for Tourism Development and International Relations of the city of Thessaloniki.

11:30 - 12.00 Coffee break

12:00 - 13:30 Entrepreneurial ideas workshop

13:30 - 14:30 Light lunch

14:30 - 16:00 Lecture - Discussion

“The use of digital technologies in promoting the history and cultural heritage of a place: The example of Saint Paul's Byzantine Tower in Nea Fokea, Halkidiki”, A. Polyzoudi, N. Mertzimekis, Archaeologists, Ephorate of Antiquities of Halkidiki and Mount Athos.

16:00 - 17:30 Entrepreneurial ideas workshop

18:00 - 20:00 Experiential tour

“Guided tour through role playing in Archaeological Museum of Thessaloniki and workshop for creating Greek ancient coins”, Ch. Tsougaris, Head of educational programs, Archaeological Museum of Thessaloniki.

Common borders. Common solutions.



ΑΡΙΣΤΟΤΕΛΕΙΟ
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ΘΕΣΣΑΛΟΝΙΚΗΣ





07.07.2022 | GREEK CUSTOMS AND LOCAL PRODUCTS

09:30 - 17:30 Seminars and activities

09:30 - 11:00 Lecture - Discussion

"Methodology of creating, developing and implementing of an innovative business idea", A. Elias, OK!Thess Coordinator.

11:00 - 11.30 Coffee break

11:30 - 13:00 Entrepreneurial ideas workshop

13:00 - 14:30 Experiential activity - seminar

"Creating traditional hand-made olive oil soap", Olicatessen

14:30 - 15:30 Light lunch

15:30 - 17:00 Experiential activity

"Reviving of local folk traditional customs and habits through creative participatory practices", V. Pikoula, founder of "Paizontas se paradosiaka monopatia".

18:30-21:00 Experiential tour

"Experiential themed walk at the historic centre of Thessaloniki", Dot2dot.

08.07.2022 | GASTRONOMY – WINE TASTE

10:30 - 18:00 Excursion, seminars and activities

10:30 - 12:00 Experiential activity

"Educational tour in a local vineyard – The art of wine and experiential tourism", M. Leivadioti, Museologist, Event Executive, Ktima Gerovassiliou.

12:00 - 13:30 Light lunch and wine taste

14:30 - 16:00 Lecture - Discussion

"The role of experiential tourism with emphasis on the gastronomy in improving the image of the place: The example of a small agritourism farm in Pelion", M. Andrinos, Reservation Manager, Karaiskos Farm.

16:00 - 16.30 Coffee break

16:30 - 18:00 Workshop closing

Final conclusions of the Entrepreneurial ideas workshop

Common borders. Common solutions.



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