Social Media: Innovation & IPR Perspectives

9:30-10:00  Registration and Coffee
10:00-10:10  Welcome Speech & Workshop Introduction
             Prof G. Yovanof (Professor, Associate Dean, AIT), Dr. X. Ziouvelou (AIT)

Session 1: Social Media - Innovation Perspectives

10:10-10:25  Social Media and Networks for Marketing
             Dr. N. Paparoidamis (Director, emphasis marketing services & Associate Professor of Marketing, Catholic University of Lille, IESEG)
10:25-10:40  Re-contact with a snapshot
             E. Kitra (Director, OMD Digital/Tempo OMD Hellas)
10:40-10:55  How Lacta got to have the most popular Facebook brand page in Greece!
             P. Sambrakos (Executive Creative Director, OgilvyOne Worldwide)
10:55-11:05  Social media: Strategies, fairy tales and the big bad wolf
             V. Kolovou (Web developers/Owner, netWire)
11:10-11:25  Social magazines
             Dr. J. Pagonis (Partner, Pragmaticomm)
11:25-11:55  Coffee Break
11:55-12:10  enGAMEment in the Social Space
             G. Zenzefilis (General Director, INTRALOT Interactive)
12:10-12:25  Social Gaming: The shift to social media marketing
             T. Aivalis (CEO, SocialBrands – Social Media Marketing Agency)
12:25-12:40  Bowling alone: Ubiquitous Social Capital
             Dr. D. Kontarinis (VP of Innovation, Velti Plc)
12:40-12:55  Social Media Innovation
             D. Tsigos (Founder & CEO, Virtual Trip Group & European Confederation of Young Entrepreneurs -Y.E.S.)
12:55-13:10  Social Medi@ted Innovation
             T. Georgoulis (Business Analyst/Project Manager, Realize S.A.) & Dr X. Ziouvelou (AIT)
13:10-13:25  Social Network related innovations of SOCIETIES
             Y. Bouloudis (AMITEC Ltd, SOCIETIES EU Project)
13:25-14:25  Lunch Break

Session 2: Social Media - IPR Perspectives

14:25-14:40  Social Network Interoperability Issues
             Dr. V. Papakonstantinou (Attorney At Law, PK Partners)
14:40-14:55  Social media marketing and copyright issues
             Dr. Maria-Daphne Papadopoulou (Lawyer, Hellenic Copyright Organisation)
14:55-15:10  Gaining your client's confidence: The most pivotal principle for e-entrepreneurship in a social media environment
             M. Zoulouvs (Lawyer, Philotheidis & Partners Law)
15:10-15:25  Privacy in the nook of Facebook
             M. Papadopoulos & A. Kaponi (Lawyers, Patsis, Papadopoulos, Kaponi & Associates)
15:25-15:40  Social Media and the Employment Relationship
             S. Mihos (Lawyer, Legal Manager, Hellenic Fuels S.A.)

Social media in action

15:40-15:55  10 Criteria for Social Business Success
             N. Hansen (CEO, The Socializers)
15:55-16:00  Summary & Closure