

BalkanMed Communication Seminar

Transnational Cooperation Programme Interreg
Balkan-Mediterranean 2014-2020

Friday, 22 June 2018

Place : STRATOS VASSILIKOS HOTEL, Michalakopoulou 114, Athens 115 27, Athens, Greece

BALKANMED COMMUNICATION SEMINAR

Agenda

Date : Friday 22nd June 2018

Venue: OLYMPIA Room, STRATOS VASSILIKOS HOTEL

Address: Michalakopoulou 114, Athens 115 27, Athens, Greece

09:00' – 09:30'	Arrival of Participants – Registration	
09:30' – 10:00'	BalkanMed Communication & Dissemination Rules - Discussion / Q&A	Bateka Christina Maria
10:00' – 10:30'	The New Media Environment - An Introduction - Case Studies	Zozeta Miliopoulou
10:30' – 10:45'	Coffee Break	
10:45' – 11:45'	BalkanMed Communication Strategy - Objectives - Indicators - Different Practices (upscaling, cross-selling etc)	Zozeta Miliopoulou
11:45' – 12:45'	Content Management	Zozeta Miliopoulou
12:45' – 13:15'	Lunch Break	
13:15' – 14:15'	Main Thematic Areas (multiple, multimedia, visual post, gif, video, reports, articles, slideshare, user generated content etc)	Zozeta Miliopoulou
14:15' – 14:45'	Wrap up and Discussion	
14:45' – 15:45'	Case Study	
15:45' – 16:00'	Coffee Break	
16:00' – 17:00'	Team Work	
17:00' – 17:30'	Closing and final remarks	

The seminar will take place at the "Stratos Vassilikos" hotel, OLYMPIA room, Michalakopoulou 114, Athens 115 27, Athens, Greece (**Metro:** Megaro Moussikis). More details on the map below

