



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)
- 10:55-11:10 **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. Zoulovits (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