



Exponential Marketing with AI

Upgrade your mindset. Redesign your marketing. Accelerate Growth.

Program Overview

December 10th 2025 – Deloitte Premises



Agenda

Total Duration: 9 hours

Time	Topic	Speaker
8:30 – 09:00	Arrival & Networking	
09:00 – 09:30	Why Marketing Will Never Be the Same Again	Niki Siropoulou
09:30 – 10:00	Exponential Technologies & The Future of AI	Sotiris Bantas
10:00 – 11:00	Generative AI in Action: From Prompt to Product	Sotiris Bantas
11:00 – 11:30	Coffee Break	
11:30 – 12:30	AI in Communication: Real life Examples From The Trenches	Yiannis Giovanos
12:30 – 13:30	How AI is Changing the Rules of Brand Storytelling	Yorgos Giosis
13:30 – 14:30	Lunch Break	
14:30 – 16:00	AIoT & GenAI Workshop: Creating Context-Aware Content	Sotiris Bantas
16:00 – 16:30	Coffee Break	
16:30 – 17:00	Bridging Physical and Digital Worlds	
17:00 – 17:30	How AI Impacts Research and Insights Development	Niki Siropoulou Titos Simitzis
17:30 – 18:00	Q&A and Wrap-Up	Niki Siropoulou

Thought Leaders



[Niki Siropoulou](#)

Deloitte Academy Leader

Niki is Deloitte Academy Leader at Deloitte, specializing in executive programs at the intersection of leadership, technology, AI and the future of work. Founder of SingularityU Greece Summit and TEDxAcademy, she has worked for decades in marketing strategy and innovation with leading global brands. In “Exponential Marketing with AI,” Niki helps marketing leaders turn AI and exponential technologies into practical, high-impact growth strategies.



[Sotiris Bantas](#)

CEO & AI Technologist

Sotiris is a hands-on technologist and serial entrepreneur, specializing in IoT, semiconductor design, and agri-tech. Expert in securing multi-million dollar investments from global venture capital and strategic investors. Adept at transforming high-tech innovations into market-ready products and achieving commercial success.



[Yannis Giovanos](#)

Digital marketing expert

Yannis is a digital marketing expert with over 15 years of experience leading growth for brands like Viva Wallet, Up Hellas, and Hosthub. In his session, he'll showcase real-world AI tools that marketers are using today and how you can apply them to boost creativity, efficiency, and competitive advantage.

Guest Speakers



[Yorgos Giosis](#)

Global Creativity and Production Expert



[Titos Simitzis](#)

Research Expert with 30+ years experience in Marketing Research, Business Intelligence and Strategic Marketing.

Program Details



December 10th, 2025



9:00 - 18:00

(arrival 8:30)



Deloitte Premises:

Fragkokklisias 3a & Granikou,
Marousi



Regular: €600

Early Bird: €480*

*Valid until: 28/11/25



Register [here](#)

Deloitte Academy

Should you have any questions,
please contact us at:

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