

Agenda

Total Duration: 8 hours

Time	Topic	Speaker
09:00 – 09:30	Arrival & Networking	
09:30 – 10:00	Why Marketing Will Never Be the Same Again	Niki Siropoulou
10:00 – 11:30	Exponential Technologies & The Future of AI Generative AI in Action: From Prompt to Product	Sotiris Bantas
11:30 – 12:00	Coffee Break	
12:00 – 13:00	AI in Communication: Real life Examples From The Trenches	Yiannis Giovanos
13:00 – 14:00	How AI is Changing the Rules of Brand Storytelling	Yorgos Giosis
14:00 – 15:00	Lunch Break	
15:00 – 15:30	How AI Impacts Research and Insights Development	Titos Simitzis
15:30 – 16:30	Bridging Physical and Digital Worlds: GenAI Workshop	
16:30 – 17:00	Q&A and Wrap-Up	Niki Siropoulou