



Exponential Marketing with AI

Upgrade your mindset. Redesign your marketing. Accelerate Growth.

March 4th 2026 – Deloitte Premises



“

Exponential Technologies are transforming every Industry;
if you're not learning faster than the pace of change, you're falling behind.

Peter Diamandis, Co-Founder Singularity & Xprize.

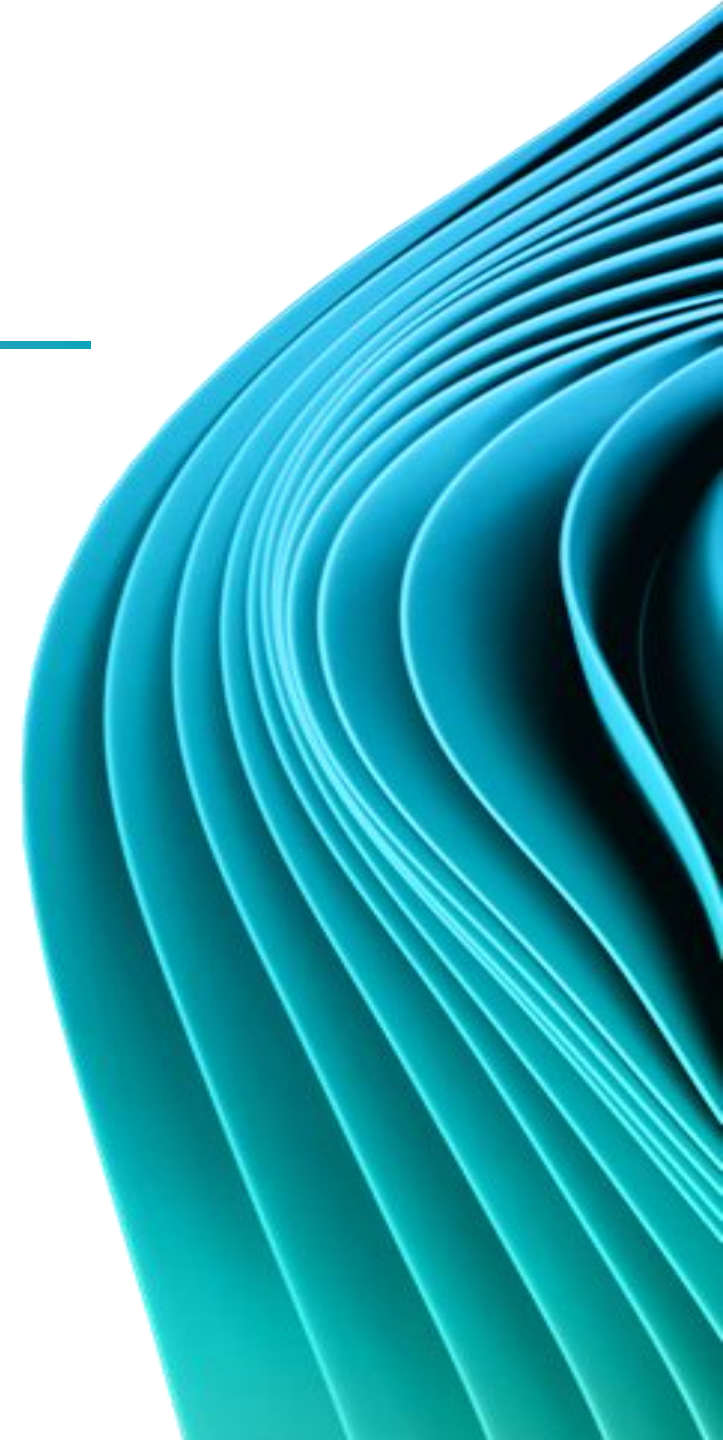
”

Transform Your Marketing with Our Hands-on Immersive Program

Join us in a one-day immersive program to **transform your Mindset and your Marketing Strategy** with the power of AI.

Niki Siropoulou, Deloitte Academy Leader, and a **team of experts** will showcase how to leverage Artificial Intelligence not just as a tool, but as a **strategic partner** in driving creativity, personalization, and growth.

Explore tools and see how AI can elevate every stage of your marketing, from **storytelling** and **ideation** to **automation** and **customer engagement**.



Why Join?

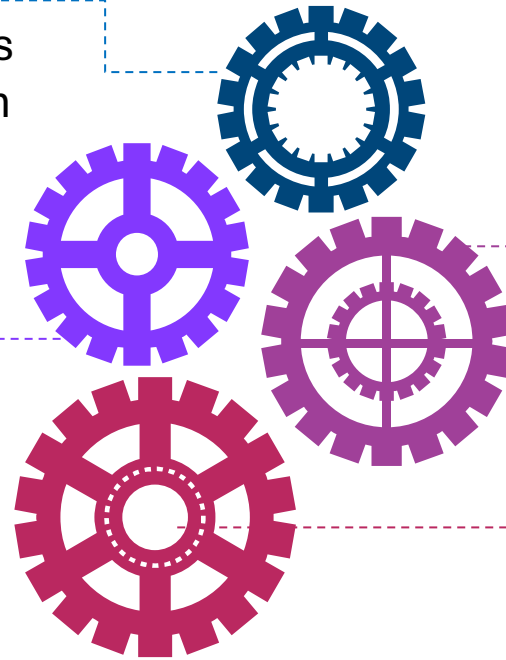
Through real-world case studies, guided experimentation and interactive sessions, participants will learn to:

Reimagine customer journeys through intelligent automation

Harness Generative and Agentic AI to co-create content and campaigns

Leverage predictive insights to transform sales strategy

Lead your organization into a new era of adaptive, AI-empowered growth



Who Is It For?

This program empowers marketing professionals and team leaders to leverage **Exponential Marketing** for growth.



Marketing Professionals

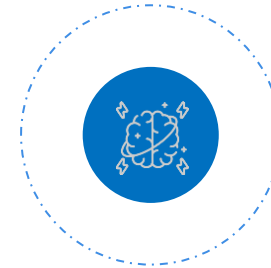
And team leaders

For leaders curious about marketing



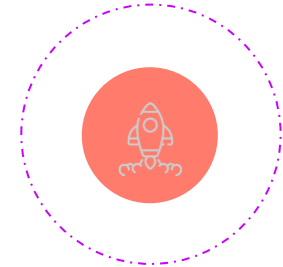
Sales Leaders

And business development
leaders seeking data-driven
growth strategies



Communication professionals

And brand professionals
exploring creative AI applications



Innovation Managers

And digital managers shaping
the future of their organizations

Key Learning Outcomes

By the end of the program, participants will be able to:



Understand how exponential technologies, from GenAI to AIoT, are **transforming** the marketing and sales landscape.



Use AI tools to **design** intelligent campaigns, videos, and customer interactions.



Redefine the **marketing-sales funnel** through adaptive, AI-driven systems that sense, predict, and respond in real time.



Combine human intuition with machine intelligence to craft authentic, data-informed stories that **connect** and **convert**.



Translate AI's potential into **actionable strategies** for lasting organizational **impact** and **competitive advantage**.

What You'll Experience

Immersive Learning

Live AI demonstrations, design sprints, real-world case discussions

Strategic Insight

Frameworks for integrating AI into core business strategy

Hands-On Practice

Create AI-driven marketing assets and zero-code sales prototypes

Executive Peer Learning

Connect with leaders driving innovation

Program Review



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

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](#)

Head of Production for APAC, at Three Deers. Ex-ECD Cheil, BatesChi&Partners.
Bangkok City, Thailand – Vitural Connection



[Titos Simitzis](#)

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

Program Details



March 4th, 2026



9:00 - 17:00



Deloitte Premises:

Fragkokklisias 3a & Granikou,
Marousi



Regular: €600

Early Bird: €480*

*Valid until: 20/2/26



Register [here](#)

Deloitte Academy

Should you have any questions,
please contact us at:

Nadine Kaimara

email: nkaimara@deloitte.gr

mobile: 695 2360 382

Program Director:

Niki Siropoulou

email: nsiropoulou@deloitte.gr

mobile: 694 5706 970

