

THE ROLE OF SOCIAL MEDIA IN PROMOTING TOURISM IN GREECE

Greek Cultural House (Idungatan 4A, Odenplan)
Wednesday, 11 December 2013

SEMINAR PROGRAMME

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| 15:45 – 16:00 | Registration |
| 16:00 – 16:05 | Welcome Address
H.E. Aiki Hadji
Ambassador of Greece to Sweden |
| 16:05 – 16:20 | Social media and Tourism
Dr. Anders Steene
Associate Professor at Strömstad Academy
Tourism Studies – Södertörn University |
| 16:20 – 16:35 | Opportunities for young tourists in Greece
Mr Stavros Stavrakos
Economic and Commercial Counsellor
Embassy of Greece in Sweden |
| 16:35 – 16:50 | Promoting Greece on the Web
Ms Villy Skaltsi
Director, Greek National Tourism Organisation
Office in Scandinavia |
| 16:50 – 17:00 | Wine Tours in Greece
Mr Peter Behrens
Author – Member of the Swedish Writers' Union SFF |
| 17:00 – 18:00 | Buffet – Wine tasting |