Conference Agenda

Inspiration	**08:45-09:45**	Welcome & Team Building Activity (Johanna Dzartah, Rosa Lind)
	09:45-10:30	Town Hall: Stronger Together, our Role in Driving Growth **Speakers:** Johanna Dzartah, Bruno Polizio and Mazar Masud
	10:30-10:45	AM Coffee Break
	10:45-11:30	Storytelling to Influence: Turning Insight into Trust, Engagement and Action (Relevance Digital Agency)
Passion	**11:30-12:00**	Strategies for Building Trust that Drives Growth: best practice sharing **Presenters:** Zisis Sotiriou, Raluca Malanca, Dr. Theodoros Akrivos **Moderator:** Mediha Diyaboglu
	12:00-13:00	Lunch
	13:00-14:15	Carousel Workshops: Sharing Best Practices for Country Growth **Facilitators:** Elenor Mårtensson, Nadia Skarimpa, Dr. Theodoros Akrivos
	14:15-15:00	Panel Discussion: Reputation Building Through Authentic Voices **Moderator:** Joanna Borczak **Panelists:** Mazar Masud, Agapi Manarioti, and Raluca Malanca
Competence	**15:00-15:15**	Global Fika: We're bringing a Swedish favourite to Athens! Please join us in a bringing a sweet treat from your home - traditional, nostalgic or simply something you love, together we'll create our very own Global Fika. (allow for 8 -10 people)
	15:15-16:15	From Publisher to Storyteller: Connecting the Dots - from Information to Action (Marianna Sofocleous)
	16:15-17:15	Copilot Beyond the Basics: Everyday Tips and Building your first Custom Agent (Adrian Stanese, Liana Astreou, Despoina Fotiadi)
	17:15-17:30	Reflections







