

TRAINING WORKSHOPS - PILOT PROJECT - PURE COSMOS

Organized by: Development Agency of Eastern Thessaloniki's Local Authorities, ANATOLIKI SA

Venue: ANATOLIKI SA premises -1st km Thermi-Triadi

1st Training Workshop

How to create a successful business and how to prepare a Business Plan

Friday 24th January 2020, 13:30-18:00

- 13:30-13:45** **Welcome Coffee**
- 13:45-14:00** Start-Greetings
- 14:00-14:15** **Introduction to PURE COSMOS & the PILOT PROJECT**
Dimitra Kyriakopoulou, MSc Urban and Regional Planner, ANATOLIKH AE
- 14:15-15:15** **What is entrepreneurship, kinds of entrepreneurship, Entrepreneurial choices & Market Research. The Entrepreneurship Reality: out of need, choice or high perspective?**
Eftychia Kivrakidou –Siozou, Economist, Director of Administrative-Financial & Human Resources Projects Manager, ANATOLIKI SA
- 15:15-15:30** **Coffee Break**
- 15:30-17:00** **Social Entrepreneurship-Social Cooperatives**
Eftychia Kivrakidou –Siozou, Economist, Director of Administrative-Financial & Human Resources Projects Manager, ANATOLIKI SA
- 17:00-18:00** **Innovation: Definition, Meaning, Factors that influence innovation, Kinds of Innovation, Benefits and Barriers**
Christos Karagkounis, MSc in Business Administration and Management
Head of Rectors' Council Secretariat-Aristotle University of Thessaloniki

Saturday 25th January 2020, 09:00-18:00

- 09:00-11:00** **Marketing: What is branding and why is it so important for your business, Marketing Plan, Marketing Mix**
Christos Karagkounis, MSc in Business Administration and Management
Head of Rectors' Council Secretariat-Aristotle University of Thessaloniki
- 11:00-11:15** **Coffee Break**
- 11:15-13:15** **Speech to be continued**
- 13:15-13:45** **Light lunch**
- 13:45-15:45** **Marketing and Sales Techniques, Effective Customer Service
Improving competitive business performance and developing extroversion**
Agni Pagouni, microSTARS Office Manager, KEPA
- 15:45-16:00** **Coffee Break**
- 16:00-18:00** **Speech to be continued**

Friday 31st January 2020, 14:00-18:15

- 14:00-15:00** **Businessman Personal Characteristics**
Eleftheria Pita, Psychologist, ANATOLIKI SA
- 15:00-16:00** **Business plan: Summary, Business Presentation-Innovation, Operational environment analysis, swot analysis, Financial analysis, Financial data, Financing sources, Conclusions**
Eftychia Kivrakidou –Siozou, Economist, Director of Administrative-Financial & Human Resources Projects Manager, ANATOLIKI SA
- 16:00-16:15** **Coffee Break**
- 16:15-18:15** **Speech to be continued**

2nd Training Workshop

Digital Innovation & Entrepreneurship: What does digitalisation mean and how digital innovation relates to competitiveness and business performance?

Saturday 1st February 2020, 09:00-13:45

09:00-11:00

Innovation and Entrepreneurship: Innovation Development Strategy, Innovation Finance, Advantages / Disadvantages of Financing, Start-ups that stood out

Christos Karagkounis, MSc in Business Administration and Management
Head of Rectors' Council Secretariat-Aristotle University of Thessaloniki

11:00-11:15

Coffee Break

11:15-13:15

Speech to be continued

13:15-13:45

Light lunch

Friday 14th February 2020, 14:00-18:15

14:00-16:00

Available tools for on-line Marketing (Social Media, Ewom, Blogs, Podcasts (ipodbroadcast), Online brand Communities, Virtual reality and online gaming, Email Marketing and Permission Marketing, Viral Marketing, SEO (search engine optimization), smartphones, banner ads, interactive TV (iTV/webTV), self-service technology

Christos Karagkounis, MSc in Business Administration and Management
Head of Rectors' Council Secretariat-Aristotle University of Thessaloniki

16:00-16:15

Coffee Break

16:15-18:15

Speech to be continued

Saturday 15th February 2020, 09:00-18:00

09:00-11:00

Business Networking: Exploit Internet and Social Media for Your Business. The concept of online communication. The importance of corporate presence on social networks. Managing Corporate Presence on the Web and Social Networks to Strengthen the Brand Name of a Product or Business and Increase its Sales

Agni Pagouni, microSTARS Office Manager, KEPA

11:00-11:15

Coffee Break

11:15-13:15

Speech to be continued

13:15-13:45

Coffee Break

13:45-15:45

E-commerce: Categories (B2B, B2C, C2B, C2C), Case Study, MOBILE COMMERCE, Benefits and Disadvantages of E-Commerce, How to Attract Online Customers, Online E-Commerce Results

Christos Karagkounis, MSc in Business Administration and Management
Head of Rectors' Council Secretariat-Aristotle University of Thessaloniki

15:45-16:00

Coffee Break

16:00-18:00

Speech to be continued

3rd Training Workshop

Funding tools to facilitate SMEs access to finance

Saturday 1st February 2020, 13:45-18:00

- 13:45-15:45** **Financial management: business activities, the three (3) types of costs, how to calculate unit costs, sales price and sales revenue, business accounting.**
Eftychia Kivrakidou –Siozou, Economist, Director of Administrative-Financial & Human Resources Projects Manager, ANATOLIKI SA
- 15:45-16:00** **Coffee Break**
- 16:00-18:00** **Speech to be continued**

Friday 21st February 2020, 14:00-18:15

- 14:00-15:00** **Financial management in the context of finding financial resources, financing problem, types and forms of financing, advantages and disadvantages, legal framework of financing tools.**
Kyriki Kaldi, Economist, Peiraeus Bank Executive
- 15:00-16:15** **Microcredits: “Breath” of liquidity for professionals and small enterprises?**
Neoklis Stamkos, Project Manager, CFO, KEPA
- 16:15-16:30** **Coffee Break**
- 16:30-18:15** **Speech to be continued**

Saturday 22nd February 2020, 09:00-18:00

- 09:00-11:00** **Public financing policies of projects / businesses**
Neoklis Stamkos, Project Manager, CFO, KEPA
- 11:00-11:15** **Coffee Break**
- 11:15-13:15** **Speech to be continued**
- 13:15-13:45** **Light Lunch**
- 13:45-15:45** **Sources of capital raising and fundraising (formal / informal)**
Kyriki Kaldi, Economist, Peiraeus Bank Executive
- 15:45-16:00** **Coffee Break**
- 16:00-18:00** **Speech to be continued**