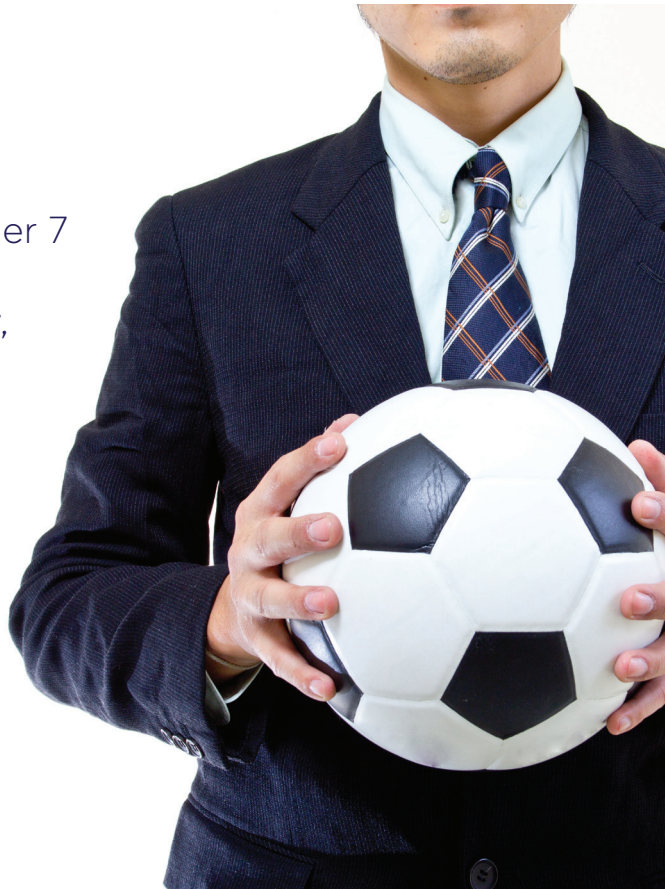




# Front Runners in Sports Management

Wednesday, November 7  
10:00 – 14:00  
John S. Bailey Library,  
Upper Level



Do you want to explore the Sports Industry?

Expand your network, get tips and first-hand information by the front runners of the field!

## Program

**10:00-11:00**

Risk Management in Sporting Events  
George S. Bebetos, Director,  
Hellenic Olympic Academy (H.O.A.)

**11:00-12:00**

Digital Transformation in the Sports Industry:  
How Organizations Redefine their Strategy in  
order to Innovate, Engage and Win  
Stavros Drakoularakos, Managing Director;  
24MEDIA, and Member of the Hellenic  
Management Association Board of Directors

**12:00-13:00**

The Power of the Olympic Truce as a Tool  
for Promoting Peace and International  
Understanding. The Role of Elite Athletes.  
Evi Moraitidou, ATHENS 2004 Women's  
Waterpolo Silver Medalist, Ambassador of the  
International Olympic Truce Center

**13:00-14:00**

Vision Update: From Sports to Sports Business  
Theodoros Papaloukas, Former Basketball Player,  
Euroleague Ambassador and Sports Entrepreneur



**George S. Bebetzos** is a Sport Management consultant, director of the Hellenic Olympic Academy and a National Faculty member at the United States Sports Academy. He holds a degree in Physical Education and Sport Science from the Aristotle University of Thessaloniki and a Master's degree from the University of Wisconsin-Madison in Sports Administration. Outside of academia, his professional career includes major international sporting events management (Olympic Games, World Games, Special Olympics, World Championships, continental championships etc.), book editing/writing and worldwide lecturing on sports event management, sports facilities development and sports officiating.



**Stavros Drakoularakos**, Managing Director, 24MEDIA Holding Stavros is a senior management executive with experience in strategic planning, team leading, digital transformation, content creation, media and global partnerships (NBA, Euroleague), in highly challenging, technological and multicultural fields. He managed 24MEDIA Group's efforts in introducing a digital-first approach to sports coverage and community engagement. Stavros is currently leading the Group's business strategy and corporate policy.



**Evi Moraitidou** was born in Athens in 1975. She has played for Glyfada Nautical Sports Club, Nautical Club of Vouliagmeni, Olympiacos and Ethnikos Piraeus and has won 8 National Championships, 2 Champions League (2000 GNSC -2009NCV ), 1 Champions Cup (2003 NCV) and 2 Super Cups (2009-2010 NCV). In her capacity as member of the National Team from 1994 until 2008, she has participated in 2 Olympic Games (2004, 2008) 5 World Championships, 3 World League and 6 European Championships and has received a Silver Medal in the 2004 Athens Olympic Games and a Gold Medal in World League in Kirishi, Russia 2005. She has studied Architecture in NTUA and she is working in the Ministry of

Infrastructure and Transport. For the past three years she participates in the educational programs of the International Olympic Truce Center. Evi is also Vice President of the Hellenic Olympic Winners Association. She is married and has a 6 year-old daughter.



**Theodoros Papaloukas** is a renowned Greek professional basketball player. In his approximately 20 years of professional basketball career, the 2013 Euroleague Basketball legend has accomplished notable achievements, among which two Euroleague Championships, a European Championship gold medal and a FIBA World Championship silver medal. He was a four-time All-EuroLeague selection, a member of the EuroLeague 2001-10 All-Decade Team and was named one of the 50 greatest EuroLeague contributors in 2008. His on-court sports career follows an equally successful career in the sports business, with him being a Euroleague Ambassador while running the Eurohoops Academy and Eurohoops.net.

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