

Unlocking Creativity at Deree.

Winning Ideas form the Ermis Awards

Discover what makes great ideas

Program

12.30 – 12.50 **Registration – Part A**

12.50 – 13.00 **Welcome Remarks**

***Konstantinos Stamatakis**, Chief Marketing Officer, Kotsovolos & member of the Ermis Awards Steering Committee.*
***Ioanna Mitropoulou**, Program Co-ordinator, Marketing Department, Deree School of Business and Economics*

13.00 – 13.20 **Host Intro**

Speaker:
***Christos Koutsoukos**, Executive Creative Director, Cream/Rascal*

13.20 – 13.50 **How to direct a commercial and make it nice**

Speakers:
***Giannis Gripeos,** film director @Danny & Loco*
Secret guest

13.50 – 14.20 **Registration – Part B**



14.20 – 14.50 **Saronic Ferries – Your Travel Companion**

G Design Studio, Saronic Ferries

Speaker:
***Dimitris Stefanidis**, Partner / Creative Director, G Design Studio*

Saronic is more than just a ferry company, it's a reliable travel companion, dedicated to offering smooth and carefree journeys across the Saronic Sea. Embodying the free spirit of the region, the brand's new identity marks a fresh chapter while remaining true to its purpose: connecting people with the unique beauty of the islands.

14.50 – 15.20 **"Sleep Off" // How to play around with culture and win it**

Cream, Elite Strom

Speakers:
***Christos Koutsoukos**, Executive Creative Director, Cream/Rascal*
***Elli Veinoglou**, Creative Director, Cream/Rascal*
***Giannis Pallis**, Creative Director, Cream/Rascal*

15.20 – 15.40 **Registration – Part C**

15.40 – 16.10 **From a simple fan gesture to a meaningful sponsorship campaign.**

"One with the jersey, one with the team!" a Stoiximan Creative Case Study // Another Circus, Stoiximan

Speakers:
***John Liveris**, Creative Director, Another Circus*
***Antigoni Bisbiki**, Associate Creative Director, Another Circus*
***John Exarchos**, Senior Brand and Communications Manager, Stoiximan*

From real-life observations to meaningful brand communication. Through the Stoiximan campaign "One with the Jersey, One with the Team!", we explore how a genuine human insight rooted in football fandom can become the foundation of a creative idea, and how that idea evolves into a compelling campaign. Because sometimes, the best creative inspiration is already happening right in front of us.



16.10 – 16.40 **Wedding Rice**

McCann Athens, Wikifarmer

Speakers:

***Panos Pagonis**, Group Creative Director, McCann Athens*

***Michalis Alexiou**, Associate Creative Director, McCann Athens*

16.40 – 17.10 **Registration – Part D**

17.10 – 17.40 **Workshop - All you need is your mind and a good story.**

A creative storytelling workshop.

17.40 **Closing Remarks**

***Zozeta Miliopoulou**, Associate Dean, Education & Employability, Frances Rich School of Arts, Humanities, and Social Sciences.*

Networking