

ADVERTISING &
PR LAB

PANTEION UNIVERSITY
DEPARTMENT OF
COMMUNICATION, MEDIA &
CULTURE

<http://cmc.panteion.gr/>
@cmc_panteion



20 YEARS

COMMUNICATING, SHARING KNOWLEDGE,
INNOVATING,
CO-CREATING, INSPIRING



OUR VISION

INSPIRE
& TRAIN
THE FUTURE
CREATIVE
MINDS

OUR SKILLS



COMMUNICATION, ADVERTISING, PR,
EVENT MANAGEMENT, MARKETING,
STORYTELLING, SOCIAL MEDIA, CRISIS
MANAGEMENT, CREATIVITY, LEADERSHIP,
CSR, MOBILE MARKETING, RESEARCH
ENTREPRENEURSHIP

OUR VALUES

TEAMWORK,
COLLABORATION, SHARING
CREATIVITY, INNOVATION
OPENNESS, PIVOT,
DISRUPTION, FAIL FAST,
EMBRACE CHANGE,
GENEROSITY,
PERSONAL
RESPONSIBILITY



005400

● x22

1-1

367

OUR ACTIONS

LECTURES & SEMINARS

SIMULATIONS & WORKSHOPS

EVENTS (ASWUNI, ATHENS CO-

CREATION WORKSHOP)

RESEARCH (MOBILE GEN NEXT)



OUR COLLABORATIONS



FOUNDING MEMBER OF
IOC
PARTNER CCEBI-
CO-CREATING
EXPERIENCE BASED
INNOVATION RESEARCH
CENTER OF
COPENHAGEN BUSINESS
SCHOOL



OUR TEAM

Betty Tsakarestou, Assistant Professor and Head of the Advertising and PR Lab @ tsakarestou

Dimitra Iordanoglou, Lecturer in HR @diordanoglou

Lida Tsene, PhD, Teaching Associate & Researcher, PR, Art & Edu Manager, Comictim Press, @lidatsene

Georgia-Zozeta Miliopoulou, PhD, Tenfour agency - Partner, Creativity, Teaching Associate & Researcher - Panteion University, National School of Public Administration, Athens Technical Institute

Konstantinos Ioannidis, Phd, Research, Nielsen

Maria Briana, PhD Researcher

Triantafillos Papafloratos, PhD Researcher

Invited Business Instructors

Tasos Pagakis, Head of Communications Southeastern Europe, Ericsson, Diana Birba, Marketing Manager G&C, Greece & Italy at Mondelez International, Loukas Petrounias, Executive Director at Solid Communications Greece, Marketing and Advertising, Nektarios Sylligardakis Team leader at Eresus, Thodoris Georgakopoulos Co-Founder, CEO at Nest Media, Haris Makryniotis Managing Director at Endeavor Greece, Anna Zilakou Communications and PR Manager at Endeavor Greece, George Kouvaras, BGM, Mania Xenou Owner, Reliant Communications, George Flessas CEO at CIVITAS