

## DIMAS - Final Conference

**Heraklion, 3 December 2021**

Venue: IBIS Styles Conference Center, 26 Koroneou &, Agiou Titou Street,  
Heraklion, Crete

Agenda		
08:30 - 09:00	Arrival and registration	
09:00 - 09:15	Opening speeches	<b>Emmanouil Kartsonakis</b> , Director of RDPSEC <b>George Alexakis</b> , Regional Advisor for European and International Affairs, Region of Crete <b>George Sisamak</b> , Deputy Mayor for Development Planning - Digital Transformation of Heraklion City
09:15 - 09:20	Overview of the Project DIMAS	<b>Emmanouil Stavrakakis</b> , Project manager of DIMAS, RDPSEC, Greece
09:20 - 09:35	Implementation of RDPSEC's European projects	<b>Areti Vouraki</b> , European Programs coordinator, RDPSEC, Greece
09:35 - 09:50	Importance of students entrepreneurship and connection of formal education with the business labor market	<b>Nikos Moraitakis</b> , Europe Direct of Region of Crete, Greece
09:50 - 10:05	The importance of digital marketing in Secondary Education	<b>Ioannis Kopanakis</b> , Hellenic Mediterranean University, Greece
10:05 - 10:20	Definition of DIMAS Project - From Proposal to Implementation	<b>Mirjam Hillenius</b> , DIMAS Project Manager, MyDocumenta, Spain
10:20 - 10:35	DIGITAL MARKETING COMPETENCY PROFILE (DMCP)	<b>Simona Mihai Giannaki</b> , European University of Cyprus
10:35 - 10:50	<b>Coffee break</b>	
11:05 - 11:20	Digital Marketing Curriculum	<b>George-Nathaniel Papageorgiou</b> , European University of Cyprus
11:20 - 11:35	E-portfolio, e-learning platform	<b>Mirjam Hillenius</b> , MyDocumenta, Spain
11:35 - 12:15	Experience from the schools involved in DIMAS Project	<b>Elena Stavraki</b> , H2H Heraklion, Greece <b>Manolis Papadakis</b> , PGLPK, Rethymno, Greece <b>Jose María Davis</b> , MasCamarena, Valencia, Spain <b>Anita Hammarström</b> , HEA, Sweden <b>Gonzalo Fernandez</b> , IES 2MARES, Murcia, Spain + <i>video students' experiences</i>
12:15 - 12:30	Pilot teaching results from teachers and student involved in the project	<b>Dimitra Kourbeli</b> , RDPSEC, Greece
12:30 - 12:45	Feedback from the labor market: peer review from MBA alumni and industry experts	<b>Simona Mihai Giannaki</b> , European University of Cyprus
12:45 - 13:00	Discussion and feedback	
13:00 - 14:00	Erasmus call for proposal 2022 - educational sector: Challenges and perspectives for learning mobilities and cooperations.	<b>Areti Vouraki</b> , European Programs coordinator, RDPSEC, Greece
14:00	<b>End of Conference</b>	