



ADRION 5 SENSES Webinars Series

Speakers' CVs

Name & Surname	Ektor Tsatsoulis
Organisation	TREK Development SA
Position / Specialty	Project Manager & Tourism Expert
Short Bio	Ektor is an experience Project Manager Professional (PMP®), with more than 8 years in the field. He is specialised in Cultural and Creative Industries as well as in Regional Development and Tourism. He has served from senior positions three candidate Capitals of Culture, winning one of them (Pafos2017) and achieving shortlisting for another (Kalamata2021). He is currently involved in more than 10 projects financed by the European Union, as a member of the REGIO team of TREK Development SA.
Topic to Present	<ul style="list-style-type: none"> • Introduction to ADRION 5 SENSES Project • Introduction to topic of ADRION 5 SENSES - One Brand to Rule them All
Webinar	<ul style="list-style-type: none"> • Webinar No 1 - Sensory Marketing in the ADRION Region • Webinar No 2 - ADRION 5 SENSES - One Brand to Rule them All • Webinar No 3 - Creating Synergies in the ADRION Region



Sensory branding for ADRION Tourism

ADRION 5 SENSES



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Speakers' CVs

Name & Surname	Giulia Righetti
Organisation	Naxta srl - Sipro
Position / Specialty	Project manager expert in Culture and tourism project
Short Bio	Giulia has a deep experience of more than 20 years in European projects management, project generation facility and support to public and private actors interested in join EU projects. During this long experience she developed a specialization in projects focused on tourism promotion, sustainable tourism, cultural routes development, innovative culture projects development, cultural heritage protection and promotion.
Topic to Present	Introduction to topic of sensory marketing
Webinar	Webinar 1 - Sensory Marketing in the ADRIAN Region



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Speakers' CVs

Name & Surname	Eltjana Shkreli
Organisation	
Position / Specialty	Urban planner_Senior expert
Short Bio	18 years of professional experience. 10 years of experience in urban & regional planning consultancy. Main author of @Design Code in Theth - protected area, as cultural landscape and National Parc. Initiator of the annual INFORMATIVE CONFERENCE 'Sustainable Tourism in Shkoder County'. 10 years lecturer at Public and Private Universities in Urban & Regional Policies approach. 10 years of experience in administering grant programs in urban planning and tourism. 10 years of experience in project management, monitoring and evaluation system and indicators, project design and implementation with the community.
Topic to Present	Albanian Alps_Cult of SUNandMOON
Webinar	Webinar No1 - Sensory Marketing in the ADRIAN Region



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Speakers' CVs

Name & Surname	Marica Gajić
Organisation	REDASP - Regional Economic Development Agency for Sumadija and Pomoravlje
Position / Specialty	Project manager
Short Bio	Working in a regional development agency for 12 years as a consultant to regional stakeholders in PCM, project writing and implementation and strategy development. For the past 5 years, a team member at regional and transnational projects in tourism dealing with integrated sustainable tourism strategies, sustainable product development and marketing. Participated at transnational workshops and masterclasses with topics on sustainable tourism in Danube and Adrion regions. Participated in the process of defining the tourism development program and defining a DMO model for the region of Šumadija and Pomoravlje, Central Serbia. Actively engaged in regional projects and activities supporting the regional branding, tourist product development, local product development and promotion, awareness raising on the potentials of tourism for economic growth of the region and use of digital promotion tools for the region as a tourist destination.
Topic to Present	How to use senses and tourists' experience in marketing mix 4Ps
Webinar	Webinar No 1 - Sensory Marketing in the ADRION Region



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Speakers' CVs

Name & Surname	Melina Lazaropoulou
Organisation	TREK Development S.A.
Position / Specialty	Partner
Short Bio	Melina Lazaropoulou is a Partner and Director of of the Urban and Regional Development Unit of TREK Development. She has significant experience in the management and coordination of numerous projects in the fields of regional development, entrepreneurship and employment, social cohesion, information society, electronic governance, innovation and technological development, culture and tourism, marketing and communication. Mrs. Lazaropoulou participates in the implementation of EU-funded projects under the FP7 and H2020 programmes. She is an evaluator of cross-border cooperation programmes, of the LLP-LdV programme and a certified expert in horizontal programmes URBACT II and ESPON. She also holds significant expertise in the design and implementation of marketing and communication campaigns and in the coordination of dissemination activities within diverse types of projects.
Topic to Present	Epirus: 4 Regional Units - 1 Region - 1 Brand
Webinar	ADRION 5 SENSES: One Brand to Rule them All



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Speakers' CVs

Name & Surname	Marko Koščak
Organisation	Studio MKA Ltd.
Position / Specialty	Director/Sustainable and Responsible Tourism
Short Bio	<p>Marko Koščak PhD has been from 2014 an Assistant Professor and then from 2019 Associate Professor at the University of Maribor, Faculty of Tourism Brežice, Slovenia. He studied in Ljubljana, Birmingham (UK), Vienna (Austria) and in 1999 completed his PhD on the thesis "Transformation of Rural areas along the Slovene - Croatian border" at the Faculty of Arts - Department of Geography, University of Ljubljana. His academic interests are in the field of Sustainable and Community Tourism, Geography of Tourism and Destination Management.</p> <p>His professional work career started on different activities in the field of Rural Development in Slovenia and abroad since 1986. He worked on number of Rural Development Projects on local-community level. He was a Project Manager of the Dolenjska and Bela krajina regional sustainable tourism initiative Heritage Trails in SE Slovenia from 1996 to 2009, under the umbrella of the Chamber of Commerce Novo mesto. Since 1986 he was also a Regular Consultant with the Ministry of Agriculture, and employed there from 1999 to 2001 as an Advisor to the Slovenian government in the Sector for Structural policy and Rural development. In the past 30 years, he has worked as an Advisor on different projects, among which to UNDP LoSD and sustainable tourism initiative in S-E Balkan countries of Croatia, Serbia and Montenegro, Bosnia, Kosovo and Macedonia. He was also involved in the number of EU sustainable tourism projects and development initiatives and worked on these in Europe and Asia.</p>
Topic to Present	One Brand to Rule them All
Webinar	Webinar No 2: ADRION 5 SENSES



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Speakers' CVs

Name & Surname	NIKA COHEN
Organisation	Development Agency of Zadar County ZADRA NOVA
Position / Specialty	Senior project manager
Short Bio	<p>Education:</p> <p>Master's degree of Art History and Archeology University of Sorbonne Paris IV, France</p> <p>Professional Master's Degree - Protection of Heritage in Urban centers University of Sorbonne Paris XII, France</p> <p>University of Montreal, Quebec, Canada</p> <p>Professional activities:</p> <p>Advisor, project manager in ZADRA NOVA, Zadar, Croatia since 2018</p> <p>Project manager, DRIOPE Consulting, Zadar, Croatia from 2015 to 2018</p> <p>Museum of ancient glass in Zadar, Croatia, Assistant Curator from 2013 - 2015</p> <p>Institute of Urban planning, APUR, Paris, France</p> <p>Assistant manager from 2010- 2012</p> <p>Internship in 2009</p>
Topic to Present	Introduction to Topic: Creating Synergies in the ADRION Region
Webinar	Webinar No 3 - Creating Synergies in the ADRION Region

Name & Surname	ILIJA MORIC (PHD)
Organisation	UNIVERSITY OF MONTENEGRO-FACULTY OF TOURISM AND HOTEL MANAGEMENT
Position / Specialty	TEACHING&RESEARCH ASSOCIATE
Short Bio	Ilija Moric has a PhD in Economics from University of Montenegro. In period before and after defending PhD these, he has published over 30 scientific and professional articles. He has also taken part in several conferences, as well as scientific projects (e.g. IPA, Adrion, Heric). He works as teaching and research associate at Faculty of Tourism and Hotel Management - UOM in Kotor. His main research interests are within the field of innovations, rural development and rural tourism.
Topic to Present	Synergy in (Agri)Tourism Experience Design: Montenegro Perspective
Webinar	Webinar No 3 - Creating Synergies in the ADRION Region

Name & Surname	Faruk Cerić
Organisation	Sarajevo region development agency SERDA
Position / Specialty	Program manager
Short Bio	Working in SERDA since 2005. Until now, work on different projects in sector of development of SMEs, ecology, energy, agriculture and tourism which these sectors are recognized as a potential of Sarajevo region. In these projects, main activities were coordination of the activities, communication with partners and stakeholders, preparation of necessary documentation for implementation and reporting. Especially in tourism, projects were focused on capacity building of stakeholders, promotion of touristic destination, education of touristic workers.
Topic to Present	Sarajevo region touristic destinations in the ADRIION Region
Webinar	Webinar No 3 - Creating Synergies in the ADRIION Region