

# Innovation Dayz

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CITY OF  
ATHENS

SERAFIO  
SPORTS, CULTURE, INNOVATION

## Agenda

### **Arrival & Registrations | 09:30 - 10:00**

Morning coffee and meet and greet with all participants.

### **Introduction | 10:00 - 10:30**

Setting the tone of the event with innovation taking the center stage in a form of a fireside chat. The theme and strategic direction of the working sessions will also be introduced, igniting inspiration in all participants.

### **Team Clustering, Brainstorming & Mentoring | 10:30 - 11:30**

Teams will be formed and work on brainstorming techniques to kick-start the idea generation process. Throughout the activity, all participating stakeholders will be available for the teams, to get guidance and further directions.

### **Business Concepts Development | 11:30 - 14:00**

Participants will collaborate through a Service Design Methodology to frame their ideas to well-defined projects. This will allow for the creation of a tangible presentation deck as an output, thus finalizing their idea development.

### **Live Pitching & Conclusions | 14:00 - 14:30**

A 4-minute pitch per team followed by a short Q&A session will take place and allow teams to go through a feedback loop process.

## When

**Wednesday, 19 October 2022**  
**09:30 - 14:30**

## Where

**Serafio City of Athens**  
**(Echelidon 19 & Pireos 144).**