

# INTERNATIONAL SEMINAR

Cultural  
Content e-journalism  
Creative economy



## Organizers - Aims

The seminar is being organized by the Communication, Media and Culture Department of Panteion University of Social and Political Sciences with the collaboration of the municipality of Hermoupolis-Syros ([http://www.hermoupolis.gr/Tourism\\_EN.aspx](http://www.hermoupolis.gr/Tourism_EN.aspx)) and local cultural and educational institutions. We aim to develop a high quality program of international appeal concerning the disciplines of journalism, new media, culture and creative economy.

## Why participate?

The current technological and socioeconomic developments bring forth a new reality in the respective fields of communication, culture and economy. For the first time in history, citizens have the means and potential to create content and make it available to an international audience. Simultaneously, an emerging Knowledge-based economy makes the creative sector a crucial pillar of development and offers many opportunities to utilize and promote cultural content in economically efficient ways.

## Main topics

- ✓ Ethics and practices of e-journalism
- ✓ Surveying and managing content – Data mining
- ✓ Shining light on cultural heritage and modern creative activities using New Media
- ✓ The culture of the Aegean Sea and the city of Hermoupolis as sources of inspiration
- ✓ The importance of Creative Economy and new opportunities to utilize cultural content in economically efficient ways
- ✓ New business models and social entrepreneurship in Media and Culture

## Time and place

The seminar will take place from the 18<sup>th</sup> until the 28<sup>th</sup> of June 2015 in Hermoupolis, Syros. Participants will be staying at the Francoise Hotel [http://www.francoise.gr/el\\_GR/c/seo](http://www.francoise.gr/el_GR/c/seo) which will also be hosting the seminar's proceedings.

## Participants

We are expecting to welcome 40 students and professors from European universities and journalism, communication, culture and creative economy Departments and academic programs. The language of the seminar is English.

## How to apply

For further Information and registration please send mail to the address: [syrossummerseminar@gmail.com](mailto:syrossummerseminar@gmail.com)

Deadline for applications: 30 March 2015



## Syros: a pearl in the Aegean Sea

Discover the island of Syros, which combines all that makes the Greek islands unforgettable: a rich cultural life, entertainment, long crystal clear beaches, great hospitality and an exquisite local cuisine! Syros' capital is Hermoupolis (city of Hermes, ancient god of commerce, protector of travelers, orators and intellectuals, known for his cunning and wit).

Today, the Ermoupoleia Festival is ranked as one of Greece's cultural events, attracting major artists from all fields, who perform as part of the festival every summer. Of course, a wealth of other cultural events also takes place throughout the year.

If you are athletic there plenty of water sports clubs in many beaches on the island. Nightlife can be fascinating in Hermoupolis where you can enjoy traditional plates and gourmet cuisine, taste delicious cocktails and meet people from every part of the world.

## Admission fees and benefits

Registration fee is 430€. It includes:

- ✓ Fare to the island of Syros from the port of Piraeus and back
- ✓ Participation in the seminar proceedings
- ✓ Ten day stay with breakfast (single bed rooms for the professors and double bed rooms for the students)
- ✓ Light lunch
- ✓ Welcome reception
- ✓ Farewell dinner on the last day of the seminar
- ✓ A Hermoupolis and Ano Syros sightseeing tour



<https://www.facebook.com/SyrosSummerSeminar2015>



<https://www.youtube.com/watch?v=mq8zTZejEgM&feature=youtu.be>

