



## Metamorphosis made by Gen Z

The Vision for Greece's Tourism Product, Conferences, and Corporate Events

Topics covered by the Contest:

- Hotels
- Conferences / Events
- Education
- Career
- Travel
- Technology
- Modern Conference Centers and Congress Centers
- Conference and Event Management
- Sales and Marketing

Participants are invited to develop and submit innovative proposals concerning the upgrade of the above topics and the use of technology to improve client experience, sustainability, and professional development.

Tourism in general, and particularly the conferences and corporate events sector, are pillars of the development of the Greek tourism and economy. In an ever-changing world, the new generation, Gen Z, brings new ideas, a different perspective, and a deep understanding of technology and sustainability.

Through this Contest, students and Gen Z are given the opportunity to present their own proposals for the *Metamorphosis* of the Greek tourism product and the establishment of our country as a top destination for conferences and events.

### What are we asking for?

Participants are invited to respond, develop, and present proposals from their own perspective on at least 3 of the following sections and challenges:

### Section 1: Tourism & Meetings Industry (the future)

**The future of Tourism and the Meetings Industry:** What is your generation's vision for the next decade? How do you see the development of the Meetings Industry?



**A more Competitive and Attractive Greece:** What are the proposals for achieving this goal, according to Gen Z? How should we transform Greece to become a leading destination for the meetings industry?

**Showcasing the Meetings Industry:** How can this dynamic sector be showcased through innovative, sustainable, and technologically advanced approaches?

## Section 2: Hotels (through the eyes of Gen Z)

**Upgrading Hotel Services through Technology:** Possible proposals from the digital revolution generation for integrating new digital solutions in hotels (e.g., applications that will enhance the service but will not disregard the importance of hospitality).

**Sustainability / Policies and actions for Gen Z:** Hotels are already implementing numerous sustainability policies. Suggest new solutions that could change the hospitality industry to become greener and will be adaptable to your generation.

## Section 3: Conferences & Modern Conference Centers (through the eyes of Gen Z)

**Advanced Conferences and Congress Centers:** Proposals from Gen Z for the appearance and specifications of modern conference centers that incorporate innovative technologies (e.g., VR/AR, interactive panels, digital networking platforms), flexibility in the arrangement of their spaces, environmentally friendly solutions, etc.

**Hybrid and Digital Conferences:** Are hybrid and digital conferences the future? How do you see the utilization of digital solutions in combination with traditional physical attendance? Does technology enhance the experience? Can technology replace the sense of physical presence and interactivity?

**Conferences with a reduced carbon footprint in modern facilities and conference centers:** How does your generation envision a modern conference center? What would be the appropriate policies and practices for it? (e.g., use of recyclable materials, green infrastructure, waste reduction).



## Section 4: Education (for Gen Z from the older generations):

**New Educational Programs or the Change of the Way of Teaching:** What is missing from the curriculum of your Educational Institutions? Do you have any suggestions for proper and inspiring education, especially for emerging professionals in the field of conferences and corporate events?

**Integration of Technology in Education:** Technology is already actively present in education. Does it help your generation? Is it sufficient and does it meet your needs? Do you have suggestions for its enhancement or improvement? Does it secure the hospitality values?

**Contact of Gen Z with the market and businesses:** Do you believe that it is easy to get in touch with the job market and established professionals in this field? Do you have suggestions for improvement or other ways of interaction? Which fields do you believe will be the ones that will thrive and how should your school prepare you?

## Section 5: Career/New Talents through Gen Z

**Career Opportunities in the Conference and Events Sector:** Gen Z, how can we attract you, inspire you, and convey the dynamism and opportunities offered by the Meetings Industry? We want your suggestions and your opinion.

**Trends and changes in the Job Market:** Are you aware of the changes in the job market and the skill requirements in the hospitality and events sector? Especially in the skills related to technology, sustainability, and inclusion.

## Section 6: Travel services (new trends, new destinations, new priorities)

**Upgrading the Travel Experience through Technology:** How can travel experiences for delegates attending congresses and corporate events be improved using digital or other tools (e.g., personalized travel itineraries, apps for discovering local points of interest)? What are the new trends for you, Gen Z?



**Sustainable Travel:** Can travel become sustainable (for example, by using environmentally friendly means of transportation, by promoting the use of local resources, etc.)? How much

does Gen Z believe in environmental protection?

## Section 7: Facilitation of an Organizer's work from the perspective of Young Talents

**Improving Project Management through Technology:** Suggestions for the use of technologies and other tools for efficient event management (e.g., event management software, process automation, real-time tracking).

**Event Organizer Training:** Programs and training tools that will help event organizers adapt to new trends and market needs. Do you have any recommendations?

### Proposal Submission Format

**Format:** Proposal Text (up to 2,000 words) or Multimedia Presentation (e.g., PowerPoint, video, interactive presentation).

**Focus:** Each proposal must focus on at least three or more of the above themes, aiming for innovation, fresh ideas, and the utilization of technology or sustainability to enhance the tourism and conference product.

**Awards:** Proposals will be evaluated by esteemed professionals and trainers in the field. Two will be shortlisted and will be presented at the Annual Conference of HAPCO & DES, which will take place in Athens on March 10 & 11, 2025, at the conference venue, the Megaron Athens International Conference Centre (MAICC).

This Contest gives participants the opportunity to express their innovative ideas and contribute to the enhancement of the tourism and conference sector in Greece.

### **Why participate?**

This Contest is an opportunity for participants to contribute to the new trend in the Meetings Industry, offering a platform for Gen Z to share their vision and new ideas, and of course, to stand out.



- To showcase their imagination and skills.
- To contribute ideas that can truly influence the future of Greece.
- To participate in a process that can lead to significant connections with industry professionals.

### **Participation Information**

**Who can participate:** All students (undergraduate, graduate, doctoral).

**Form of participation:** Individual or group proposals (up to 3 people). Please note that each school can have multiple entries.

**Proposal format:** An analysis document (up to 2,000 words) or a multimedia presentation (e.g., video, PowerPoint presentation).

**Submission form:** [Click here to submit your proposal.](#)

**Final event:** The winners will present their ideas at the Annual HAPCO & DES Conference, which will take place in Athens on March 10-11, 2025, at the conference venue, the Megaron Athens International Conference Centre (MAICC).

**Get inspired, Create, Transform!** Take part in the Contest that gives Gen Z the opportunity to achieve the transformation in the Meetings Industry sector in Greece.

The Meta-Morphosis is now in your court. Tell us how we should transform the industry for your future.