



**META  
MORPHOSIS**  
10 -11 March  
2025

MEGARON  
Athens International  
Conference Centre

**14<sup>th</sup>** Annual Meeting  
**HAPCO & DES**

Dear friends,

**HAPCO & DES** (Hellenic Association of Professional Congress Organizers & Destination Events Specialists), within the framework of the Annual Conference on Meetings industry, to be held from **10 to 11 March 2025** at the **Megaron Athens International Conference Centre (MAICC)**, is launching a competition for young, undergraduate or postgraduate students of Tourism & MICE industry studies.

### **The Contest**

#### **Metamorphosis made by Gen Z: The Vision for Greece's Tourism Product, Conferences, and Professional Events**

Participants are invited to develop and submit innovative proposals concerning the upgrade of these sectors 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 Transformation of the Greek tourism product and the establishment of our country as a top destination for conferences and events.

Consult the attached **Call for Interest and Specifications** for more details.

### **Award**

The winner of the competition will win an honorary award and recognition from HAPCO & DES, publicity in press releases and all communication of the conference as well as free access to selected conferences organized by the members of the Board of Directors. In addition, they will win a hospitality prize within the country.

### **Writing Instructions**

- Contest texts should be written in English
- An analysis document (up to 2,000 words) or a multimedia presentation (e.g., video, PowerPoint presentation).

For more information regarding the implementation and submission of the file, as well as for any assistance you need, you can contact [hapco@hapco.gr](mailto:hapco@hapco.gr). Again with SUBJECT: HAPCO STUDENT COMPETITION QUERIES

Faculty and students have the opportunity to address the members of the HAPCO & DES Board of Directors and all members of HAPCO & DES in general, for the collection of information, offers, proposals that will help in the preparation of the file.

## Submission Instructions

- Submission of applications will begin on **January 28** and will end on **February 28**.
- Participants will have to send their proposal [via this online form](#).
- All files (PDF, images, videos and others) should be gathered in a compressed file (.ZIP) which will be posted on wetransfer.com or equivalent large file cloud hosting service. In this submission form, contestants will note the link to this file.
- On **March 5** the three (3) applicants will be announced, and they will receive a confirmation email.
- The contestants will present their ideas on **March 11** during the conference, where the winner of the competition will be decided.
- During the presentation, there will be a team consisting of renowned professionals in the conference space as well as others with a scientific background that will act as a crisis committee.

## Presentation instructions (for submissions)

- Recommended programs for creating the presentation are Powerpoint or Prezi.
- 1st slide: Presentation title (with headings, bold letters) and surname (with foot-headed letters)
- It is recommended to use black letters, Arial font, size 11, and 1.5 paragraph spacing
- You may use photos or videos within the presentation
- Numbering on all slides
- Total number of slides: 15
- Total duration of presentation: 5 minutes

HAPCO & DES, with the substantial contribution of its members, has become one of the most important players, in the field of Meetings Industry and has been recognized, as the official interlocutor of the State, on issues relating to the industry of conferences & events. Its presence in the international environment is also significant, as it cooperates as an important partner in several organization or this field. One of the most significant one, IAPCO (International Association for Professional Congress Organizers).

This year's conference entitled «Metamorphosis» to be held from 10 to 11 March 2025 at the **Megaron Athens International Conference Centre (MAICC)**, aims to contribute through its various important sessions, debates, distinguished national & international speakers, in approaches, exchange of views, knowledge and results regarding the development of MICE industry and its remarkable contribution to our national economy. [Click here to submit your proposal](#)

Please forward the above instructions to your students. The participation to the Contest is free of charge, and no registration to the conference is needed.

Our Board of Directors are at your disposal for any assistance you may require for the preparation of this proposal. We strongly believe that this real life RFP is a unique opportunity for the institutions and the students to experience the challenges but also the MAGIC of the Meetings & Events Industry!!!

For more details and updates, follow us on social media:



Best Regards,

HAPCO - Hellenic Association of Professional Congress Organizers  
8, Zalokosta str., 10671, Athens (Greece)  
Tel: (+30) 210 7256 541  
E-mail: [hapco@hapco.gr](mailto:hapco@hapco.gr)  
URL: [www.hapco.gr](http://www.hapco.gr)