**Project 1: The AI Digital Transformation Conference**

**Title:** *The First AI Digital Transformation Conference in Kastoria*  
**Course:** CRM/ERP and Digital Transformation  
**Duration:** 3 months (12 weeks)  
**Team Size:** 10–15 students  
**Methodology:** Agile (6 bi-weekly sprints)

**1. Context:**

The **AI Digital Transformation Conference** in Kastoria is a **two-day hybrid event** (in-person and online) focusing on the **integration of AI into education, local economy, culture, business, and security**. The event will feature **bilingual sessions** (Greek and English) to accommodate a diverse audience of **AI experts, educators, local government representatives, business leaders, and community members**.

**Event Elements:**

* **Posters:** Visual presentations of ongoing projects or research.
* **Podcasts:** Pre-recorded or live discussions with experts.
* **Discussions and Panels:** Interactive sessions with speakers and the audience.
* **Presentations/Talks:** Formal presentations by invited speakers.
* **Hybrid Format:** In-person with **live streaming and recorded sessions**.

**2. Event Structure:**

**Date: (To be determined)**

**Time: 10:00 am - 8:00 pm (Greek time)**

**Format: Hybrid (in-person with live streaming)**

**Languages: Greek and English**

**Thematic Domains:**

1. **AI Literacy in Education (Greek)**
2. **Local Economy, AI, Blockchain & Government (English)**
3. **Digital Culture Preservation (Greek)**
4. **Business Innovation through AI (English)**
5. **AI Security & Trust (English)**

**3. Event Schedule:**

**Day 1:**

* **10:00 - 11:00 am:**
  + **Opening Ceremony:**
    - Welcome Speech by the **Conference Chair**
    - Keynote Speech: *“AI and the Future of Digital Transformation”*
* **11:00 am - 1:00 pm:**
  + **Session 1: AI Literacy in Education (Greek)**
    - **Format:** Presentations and Poster Viewing
    - Topics: **AI-driven educational tools, curriculum integration**
* **1:00 - 1:20 pm:**
  + **Break**
* **1:20 - 3:20 pm:**
  + **Session 2: Local Economy, AI, Blockchain & Government (English)**
    - **Format:** Panel Discussion and Podcast Recording
    - Topics: **AI policy-making, blockchain integration, smart governance**
* **3:20 - 3:40 pm:**
  + **Break**
* **3:40 - 5:40 pm:**
  + **Session 3: Digital Culture Preservation (Greek)**
    - **Format:** Poster Presentations and Talks
    - Topics: **Digitizing cultural heritage, AI in archival projects**
* **5:40 - 6:00 pm:**
  + **Break**
* **6:00 - 8:00 pm:**
  + **Session 4: Business Innovation through AI (English)**
    - **Format:** Talks and Interactive Q&A
    - Topics: **AI-driven business models, startup innovations**

**Day 2:**

* **10:00 - 11:00 am:**
  + **Recap and Inspirational Speech:**
    - Guest Speaker: *“Building AI-Ready Communities”*
* **11:00 am - 1:00 pm:**
  + **Session 5: AI Security & Trust (English)**
    - **Format:** Presentations and Podcast Discussions
    - Topics: **Cybersecurity challenges, AI ethics, trust frameworks**
* **1:00 - 1:20 pm:**
  + **Break**
* **1:20 - 4:00 pm:**
  + **Thematic Workshops:**
    - **Hands-on sessions on AI literacy, blockchain applications, and digital storytelling**
* **4:00 - 6:00 pm:**
  + **Open Poster Session:**
    - Participants present **research posters** and discuss findings with attendees.
* **6:00 - 8:00 pm:**
  + **Closing Panel:**
    - *“The Role of AI in the Future of Greece and Europe”*
    - Open Discussion and Q&A

**4. Objectives:**

* Apply **CRM/ERP principles** to plan and execute a bilingual, multimedia event.
* Develop skills in **event logistics, stakeholder engagement, content creation, and live/hybrid coordination**.
* Use **GenAI tools** for creating **bilingual content**, automated communication, podcast editing, and generating post-event analytics.
* Enhance **community involvement** by combining **technology, culture, and interactive formats**.

**5. Project Structure:**

**📅 Phase 1 – Discovery & Planning (Weeks 1–3)**

**Objective: Establish the concept, team roles, stakeholder mapping, CRM setup, and session planning.**

**Task 1: Define the Concept and Vision**

* **Event Theme:**
  + *“AI Literacy and Digital Transformation: Empowering Communities and Innovation”*
* **Event Elements:**
  + Posters, Podcasts, Discussions, Presentations/Talks
* **Event Objectives:**
  + Facilitate **knowledge exchange** on AI applications.
  + Integrate **local culture with modern AI practices**.
  + Address **ethical considerations and digital literacy**.

**Deliverable:**

* **Event Concept Document:**
  + Structure, theme, elements, and thematic domains.

**Task 2: Team Roles and Responsibilities**

* **Event Director:** Oversees planning and coordination.
* **Content Coordinator:** Manages **podcasts, posters, and speaker presentations**.
* **Session Coordinators (Greek and English):** Organizes bilingual sessions.
* **Technical Lead:** Sets up **streaming and AV equipment**.
* **Podcast Manager:** Records, edits, and publishes **conference podcasts**.
* **Marketing Lead:** Designs **event posters** and manages **social media promotion**.
* **CRM Specialist:** Tracks **stakeholder engagement and communication**.
* **Volunteer Coordinator:** Manages **on-site assistance and audience guidance**.

**Deliverable:**

* **Team Structure Document:** Roles and task allocation.

**Task 3: Stakeholder Mapping and CRM Setup**

* **Identify Stakeholders:**
  + **Primary:** AI experts, academic partners, government representatives, podcast hosts.
  + **Secondary:** Media outlets, local business leaders, cultural institutions.
* **CRM Setup:**
  + **Tool:** HubSpot or Airtable
  + **Contact Pipelines:** Invitations, Confirmations, Podcasts, Follow-Up
  + **Automated Tasks:**
    - **Send invitations and reminders**
    - **Manage RSVPs and session preferences**
    - **Coordinate podcast recordings**

**Deliverable:**

* **Stakeholder Map:** Visual representation of key contacts.
* **CRM Setup Screenshot:** Pipeline with populated entries.

**Task 4: Media Production and Content Plan**

* **Posters:**
  + Use **GenAI for visual design** and multilingual text generation.
* **Podcasts:**
  + Record **pre-event podcasts** introducing thematic domains.
  + Use AI for **voice synthesis and audio enhancement**.
* **Discussions:**
  + Plan **panel topics and speaker lineups**.
* **Talks:**
  + Confirm **keynote speakers and presentation titles**.

**Deliverable:**

* **Content Production Plan:** Detailed schedule for **posters, podcasts, discussions, and presentations**.