



Ημέρες  
Ποιότητας



Ημέρες Ποιότητας

4-8 Μαΐου 2015

Οργάνωση: MBA TQM International, Πανεπιστήμιο Πειραιώς



δωρεάν συμμετοχή

[QualityDays.unipi.gr](http://QualityDays.unipi.gr)

# Monday

## May 4<sup>th</sup>, 2015

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**All day** Best Practice Site Visit: **The Westin Resort, Costa Navarino, Messinia<sup>1</sup>**

- Introductory Presentation - 'High Quality Facilities & Services - Approach, Values & Vision'
- Working with us - 'Job Search & Career Progression, Candidates' Qualities that are highly valued at The Westin Resort'
- Quality Services offered to our Customers - 'Customer Experience & Loyalty, Reinforcing & Expanding Emotional & Logical triggers, How do we systematically exceed our Customers' Expectations?'
- Westin Resort Facilities' Tour - 'Lobby Westin, Lobby Romanos, Natura Hall, Shopping Area'

# Tuesday

## May 5<sup>th</sup>, 2015

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**Morning** Best Practice Site Visit: **Athens International Airport<sup>1</sup>**

- P. Papademetriou, *Manager, Corporate Quality*, 'Welcome - Introductory Presentation'
- M. Tsiga, *Specialist, Corporate Quality Services*, & G. Pierrakos, *Supervisor, Quality & Info Services* 'Quality Services - Comment Management, Measurements'
- E. Kapetaniou, *Supervisor, Corporate Quality Systems & CSR* & P. Stefas, *Coordinator, Process Management*, 'Quality Systems - Corporate Responsibility'
- M. Kotsi, *Supervisor, Market Research*, 'Communication & Marketing - ASQ Survey, Customer Satisfaction Tools'
- G. Pierrakos, *Supervisor, Quality & Info Services*, L. Simatou, *Administrator, Library & Budget* & M. Tsiga, *Specialist, Corporate Quality Services*, 'Quality Services - "i-mind"'
- Airport Facilities Tour

**17:30** **Workshop 1.1: Lean 6σ Session (Part 1)**  
**Main Conference Hall, The University of Piraeus**

**Group Assignment:** 'Case Study: Call Center of a Mobile Phone Company'

- Define Phase: 'Problem Description - Project Charter Development'
- Measure Phase: 'Description of Existing Data & Current Performance, Plan Deliverables as Process Capability, Target Performance, etc.'
- Analysis Phase: 'Data Analysis showing real Process Problems, Parameters' Comparison, FMEA Simulation, Tollgate Meeting – Team Results' Presentation'

George **Zampetas**, Business Improvement Expert

19:00 Coffee Break / Networking Session

19:30 Workshop 1.1: Lean 6σ Session (*Part 1- continued*)

*Main Conference Hall, The University of Piraeus*

# Wednesday

## May 6<sup>th</sup>, 2015

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*Auditorium, The New Acropolis Museum*

09:30 Registration

10:00 **Business Process Management Systems - Myths, Metaphors  
& Realities of IT-based Process Automation**

Univ.-Lektor Dipl.-Ing. Dr. Christoph F. **Strnadi**, *CTO Central & Eastern Europe, Software AG & Vice President, BPM CBOK | EABPM*

11:00 **Sustainability Management**

Emmanuel **Perakis**, *Founder & CEO, STREAM Management*

11:30 Coffee Break, Networking Session

12:00 **Human Capital Management**

Yiannis **Lagos**, *President, International Markets, Humantelligence*  
Costas **Tsalikis**, *Our Master Programme Graduate & Deputy HR Head, Citi Greece - Western Europe, Middle East & Africa, HR Professional Services Head, Citi*

13:15 **Operational Excellence**

Kelly **Kalatzi**, *Quality Assurance Director, Delta Foods - Vivartia Group*  
Magdalini **Bertsas**, *Our Master Programme Graduate & Senior Quality Engineer - Project Manager Consultant, Intrisoft International*

14:00 **Standards & Frameworks Development - ITSM: The IT Operations  
Excellence Model**

Panagiotis **Anastasakis**, *Our Master Programme Graduate Graduate & CEO, Priority Business Intelligence*

14:30 Lunch Break, Networking Session

15:00 **Quality Trends & Developments - Neuroquality & Sales Management**

Dimitris **Vergas**, *Our Master Programme Graduate Graduate & Founder - CEO, AG Advent*

15:30 **Business Reorganization - Digital Disruption**

Andreas **Zarifis**, *BI Business Area Practice Leader*, IBM Global Business Services  
Nikolaos **Lambrogeorgos**, *Account Manager*, Cisco Systems Hellas  
Alexandra **Kokkini**, *COO Director*, SAP Hellas

## 16:30 Corporate Brand & Reputation

Vicky **Grigoriadou**, *Managing Director*, The Nielsen Company (Greece)  
Petros **Bouchoris**, *Group Brand Manager*, Nestle Hellas

## 17:15 Coffee Break / Networking Session

## 17:45 Customer Experience & (Omni-Channel) Customer Relationships

Vaia **Tziagka**, *Customer Intelligence Domain Expert*, SAS Institute  
Pakis **Papademetriou**, *Manager, Corporate Quality*, Athens International Airport

## 18:30 Entrepreneurship & Industry Disruption

Michalis **Stangos**, *CEO*, Industry Disruptors | Game Changers

## 19:00 Innovation Management

Costas **Papaikonomou**, *Happen & Winkle Co-Founder*

## 19:30 CEOs' Roundtable Discussion - Quality & Competitiveness

- Costas **Gerardos**, *CEO*, Plaisio - *Founder*, Buldoza.gr
- Ioannis **Kalligeros**, *CEO*, Mercedes-Benz Hellas
- Dimitris **Pissimissis**, *Managing Director*, BicViolex Worldwide -  
*Director* BIC Razor Blades
- Stefanos **Theodorides**, *Managing Director*, TEMES - *Developers of Costa Navarino*

# Thursday

# May 7<sup>th</sup>, 2015

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## Morning Best Practice Site Visit: **Mercedes-Benz Hellas**<sup>1</sup>

- Welcome - Introduction at **Aspropyrgos Premises**
- Nikolaos **Sissopoulos**, *Parts Senior Manager* & Dimitrios **Stamoulis**, *SP Logistics & Distribution Manager*, 'Introduction to Parts Department - Introduction to Logistics - Management by KPIs'
- Q & A Session
- Walk around the Logistics Center

### **Transport to Kifissia Premises**

- Ioannis **Kalligeros**, *CEO*, 'Welcome - Introduction at Kifissia Premises'
- Nikolaos **Prezas**, *Sales & Marketing Director MBC*, 'Presentation of MB Cars dpt.'
- Antonios **Evangeloulis**, *Sales & Marketing Director CV*, 'Presentation of Commercial Vehicle dpt.'

- Efsthios **Sabaziotis**, *Network Training Manager*, 'Presentation of Training dpt.'
- Irene **Zervou**, *Human Resources Senior Manager*, 'Presentation of Human Resources dpt.'
- Magdalini **Agrafioti**, *Procurement & Facilities Manager*, 'Presentation of Quality Management dpt.'
- Questions - Closing

**18:30**    **Workshop 1.2: Lean 6σ Session (Part 2) - continued from Part 1**  
*Main Conference Hall, The University of Piraeus*

**Group Assignment:** 'Case Study: Call Center of a Mobile Phone Company'

- Improve Phase: 'Project Planning, "After - Improvements" Performance Capability'
- Control Phase: 'Control Charts'

George **Zampetas**, Business Improvement Expert

# Friday

## May 8<sup>th</sup>, 2015

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**Morning**    **Best Practice Site Visit: OTE Group<sup>1</sup>**

- Introductory Presentation
- St. **Geleklidis**, *Senior Manager*, 'Process Management & Improvement'
- Kat. **Rogga**, *Senior Manager*, 'Quality Management Systems'
- D. **Zamanis**, *Senior Manager*, 'Occupational Health & Safety Management Systems'
- St. **Aggelopoulou**, *Senior Manager*, 'Environmental Management Systems'
- Facilities' Tour
- Simulation of Safety Workplace Audit / Inspection

**17:00**    **Workshop 2: Business Process & Procedures Automation - ISO 9001 Deployment through the ARIS Process Excellence Software**  
*Main Conference Hall, The University of Piraeus*

- Business Process & Procedures Automation, Powering the Digital Enterprise (*Big Data, Cloud, Mobile Devices & Social Networking*) & the ARIS Process Excellence Software
- Process Intelligence & Performance Analytics (*KPIs, Dashboards, & Reporting Capabilities*), Risk & Compliance Management

Augustina **Prapa**, *Senior Manager*, Spirit Hellas

**21:00**    **Conference Closure**

<sup>1</sup> only available for MBA TQM **International** students

## Σκοπός - Στόχευση

Οι Ημέρες Ποιότητας αποτελούν μια πρωτοβουλία του Μεταπτυχιακού Προγράμματος MBA TQM **International** του Πανεπιστημίου Πειραιώς, με στόχους τη συμβολή στην:

- ενημέρωση της επιστημονικής κοινότητας (αθλήα και των προπτυχιακών & μεταπτυχιακών φοιτητών) για τις εξελίξεις, τάσεις και προοπτικές της Ποιότητας στη βελτίωση της ανταγωνιστικότητας (των επιχειρήσεων, της οικονομίας, κλπ). Γενικότερα, αθλήα και ειδικότερα, δια της εξειδικευμένης συσχέτισης της ποιότητας με ευρύτερα αναγνωρισμένες σημαίνουσες προκλήσεις των Διοικήσεων των Επιχειρήσεων σήμερα, όπως:

*Innovation (value proposition, industry disruption, ...),*

*Competitiveness, (Omni) Customer Service / Relationships, Human Capital Management, Sustainability, Corporate Brand & Reputation, Trust in Business, Geographical Expansion, Government Regulation & Environmental Risks*

- επικοινωνία των πολλοαπλήων και διαρκώς εξελισσόμενων (συνεπεία και των προηγούμενα αναφερθεισών προκλήσεων) συνιστωσών της Ποιότητας στη Διοίτηση Επιχειρήσεων.

Οι Ημέρες Ποιότητας επίσης, φιλοδοξούν να παρέχουν ενημέρωση για τις σημαντικότερες σχετικές αναφορές σε διεθνή συνέδρια, να δίνουν τη δυνατότητα πρακτικής συμμετοχής (Open Quality Tutorials & Workshops με συμμετέχοντες φοιτητές & στελήχη επιχειρήσεων) που θα οργανώνονται τόσο σε γνωστές αθλήα και σε νέες, συναφείς θεματικές περιοχές, να παρέχουν ευκαιρίες συμμετοχής σε επισκέψεις ανάδειξης καθών, ή/και καινοτόμων πρακτικών (Best Practice Site Visits) στην εφαρμοσμένη πράξη κ.θ.π.

**Καθηγητής Γεώργιος Μποχώρης**  
Οργάνωση των «Ημερών Ποιότητας»  
& Διευθυντής του Μεταπτυχιακού  
Προγράμματος MBA TQM **International**

## Aims & Objectives

The annual "Quality Days" Conference is an initiative of the University of Piraeus' Masters Programme in Business Administration - Total Quality Management **International** (MBA TQM **Intl**), mainly aiming to contribute towards the provision of timely:

- information to the local professional, scientific and academic communities (undergraduate, postgraduate and doctoral students), about:
  - main Quality / Operational Excellence trends and perspectives,
  - Quality / Operational Excellence's mutual dependancy with major, today's business challenges, such as:

- communication of the multiple - constantly evolving attributes of Quality / Operational Excellence in applied Business Administration.

The 'Quality Days' Conference Series also aspire to enable :

- the national diffusion of the most important discussions in relevant, international conferences, through the invitation of major international events' keynote speakers,
- joint participation (mixed teams of students and business people) through the organization of open Quality / Operational Excellence tutorials & seminars,
- the dissemination of best practices, through the organization of relevant sessions and Best Practice Site Visits.

**Professor George Bohoris**  
'Quality Days' Conferences Organizer  
MBA TQM **International** Programme Director

MBAtqmIntl.unipi.gr



Πανεπιστήμιο  
Πειραιώς

**Operational  
How**

**MBA  
TQM  
International**

for **Business Excellence**

KEY PERFORMANCE INDICATORS

PERFORMANCE MANAGEMENT

**BUSINESS EXCELLENCE**

Lean 6σ Mgt BUSINESS DATA ANALYTICS MGT  
Business Economics Management Systems  
Strategic Management PERFORMANCE Business Planning  
CORPORATE SOCIAL RESPONSIBILITY Marketing  
**MBA TQM International**  
Environmental Management Accounting  
OPERATIONAL KNOW HOW and Finance  
Quality Costing Quality Management  
6σ HRM INNOVATION Mgt Operations Management  
Sustainability Mgt CROSS BORDER CARE QUALITY Mgt

**MBA TQM International**

Μεταπτυχιακό Πρόγραμμα στη

Διοίκηση Επιχειρήσεων - Ολική Ποιότητα

με Διεθνή Προσανατολισμό

Quality  
**International**

**May, 6<sup>th</sup>**

Quality & Competitiveness  
Trends & Prospects

Auditorium New Acropolis Museum

**May, 5<sup>th</sup>**

Best Practice Site Visit  
Athens International Airport

Afternoon Session  
at the University of Piraeus

**May, 4<sup>th</sup>**

Best Practice Site Visit  
Costa Navarino Resort

**May, 7<sup>th</sup>**

Best Practice Site Visit  
Mercedes-Benz Hellas

Afternoon Session  
at the University of Piraeus

**May, 8<sup>th</sup>**

Best Practice Site Visit  
OTE Group

Afternoon Session  
at the University of Piraeus



#QualityDays



QualityDays@unipi.gr

Χορηγοί: