

ICCE

Global Coach
Conference
2023



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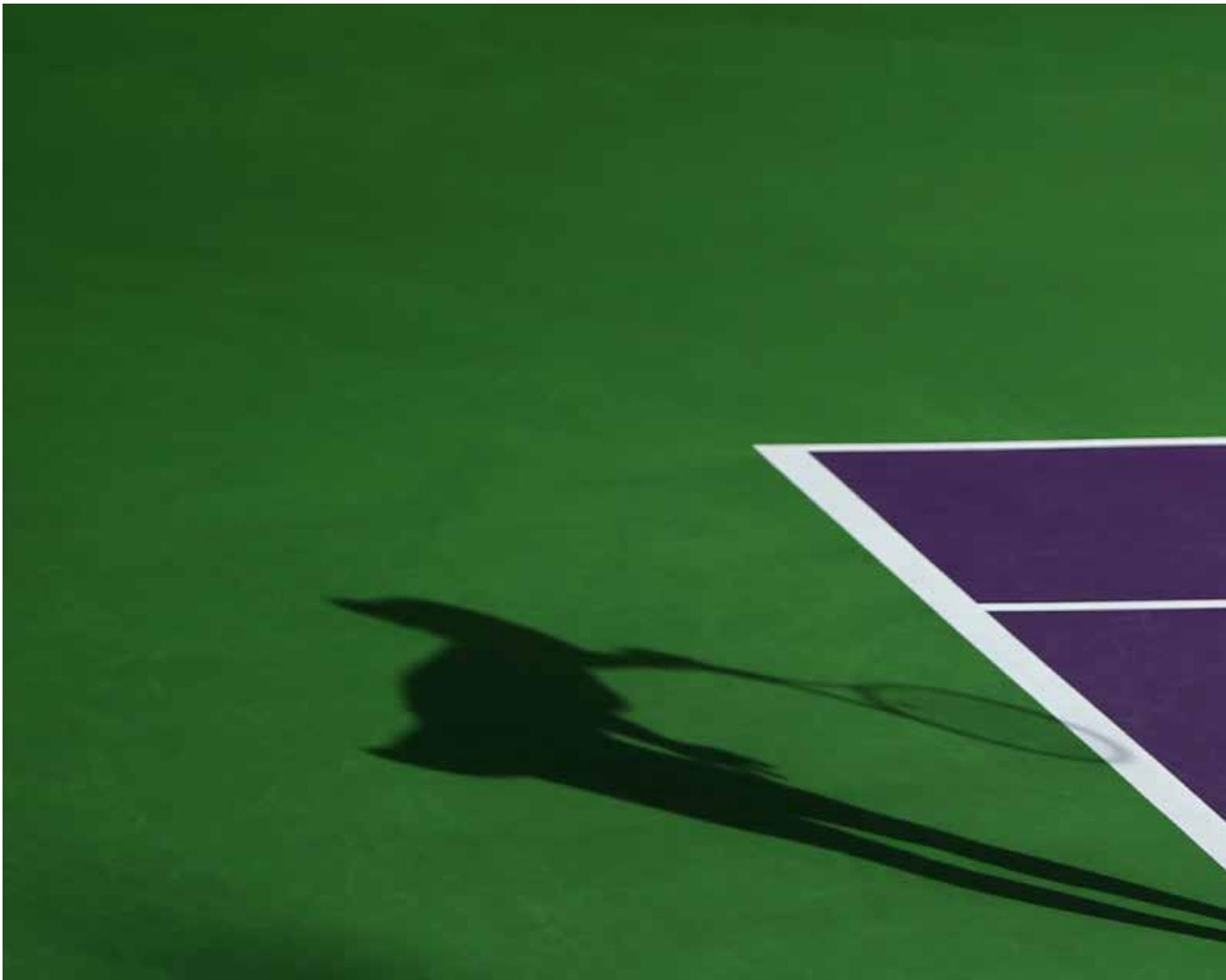
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KEY INFORMATION

Host City	Athens, Greece
Proposed Venue	Athenaeum Intercontinental
Proposed Dates	5 – 9 June 2023
Expected Delegates	500 pax



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↓ POPA_ICCE Global Conference expression of interest



To: ICCE
Attn: Dr. L. Petrovic
Ref. Nr. 21/2021

Athens 27.06.2021

14th Global Coach Conference 2023 in Athens – Event Hosting Candidacy

Dear All,

The **Pan-Hellenic Federation of Sports Coaches and Trainers (POPA)** was founded in 2010, is a secondary professional association of all Greek Olympic and non-Olympic sports coaches. Its purpose is to unite all Greek coaches to jointly claim and promote common professional, social and educational interests. Its members are the Associations of Coaches of Sailing, Canoeing, Cycling, Coaches of Athletes with Disabilities, Weightlifting, Boxing, Skiing, Tennis, Badminton, Fencing, Taekwondo and Wrestling.

POPA has been an ICCE member since 2014 and therefore eligible to submit a candidacy proposal.

Besides organizing numerous seminars for our members, but also for coaches from the nearby countries (Cyprus, Romania, Israel, Bulgaria, Slovakia just to name a few) we organized:

- the 2nd European Meeting of Coaches Associations and Coaching Organizations, Athens 23-24 May 2016,
- a European Meeting as a multiplier event for the Erasmus+ Project coachforce21: "The voice of the coach. Enhancing the role responsibility and status of the sport coaches in 21st century Europe', Athens 13-15 February 2020
- participated in the Sports Law legislation, new Greek Sports Law one of the first to include Sports coaches regulations, Athens 2021.



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The importance of coaches' representation as well increasing the role of the coach in social dialogue and of course following best practices - new researches that promote coaches activity is our continuous task and interest, and therefore we would hereby like to express our interest in hosting the 14th Global Coach Conference in 2023 in Athens, Greece.

The proposed dates are from 5th to 9th of June 2023 and the suggested conference title is "The role of the coach in today's technological society. Developing new skills for the 30's".

We fully understand and will follow all conditions agreed with the ICCE, and described in the attached document.

For the Hellenic Federation of Sports Coaches and Trainers

The President

Athanasios D. Villiotis



The Secretary General

Dimitrios K. Stefanidis

ABOUT ATHENS

1.1 Athens: A Forward-Thinking City

1.2 Why Athens?

1.3 Athens, A Competitive Destination



01



Athens: A Forward-Thinking City

Once upon a time in Ancient Greece, a mythical king of the city, Cecrops, decided to look for a patron deity for what was later to become the grand city-state of Athens. Two Olympian gods appeared particularly interested in assuming patronage: Poseidon, the god of the Seas and **Athena, the goddess of Wisdom and Skill**. In a judgment competition, they were asked to offer a unique gift that would be truly valuable for the city.

Poseidon was first in line and used his trident to create a well. However, the water turned out salty and was thus deemed not very useful by the locals. **Athena** came next and she chose to plant an **olive tree, as a symbol of peace and prosperity on earth**. The olive tree, which to this day symbolizes peace, kindness and friendship, has become an intimate **feature of the city** and its philosophy, establishing the primacy of the goddess within the city that would take her name. From Athens' origin legend to dozens of other tales, Ancient Greece was immersed in myths and captivating stories. This is very much reflected in the contemporary Athenian scene, which remains full of stories bursting with creativity and character, lively debates and intellectual exchange. **Athens today is a mix of Athena's wisdom and Poseidon's extravagance**. Still, these juxtapositions weave the city's DNA and pave an arena of open dialogue and out of the box concepts - creating a fertile ground for ingenious approaches to resolve all kinds of challenges, even the most complex ones.

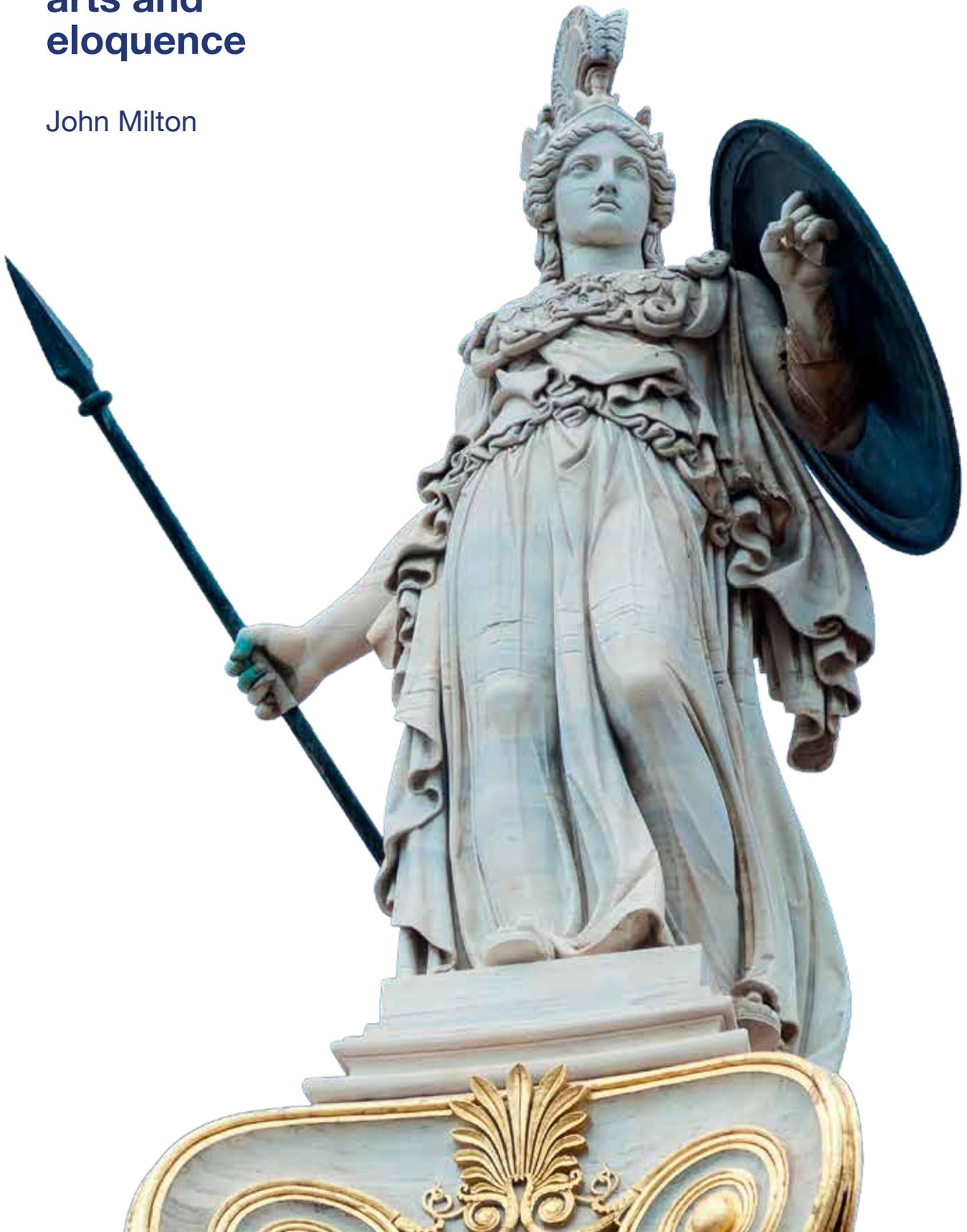
As a result, today, **Athens** has evolved into a shining example of **a city that taps into initiatives and networks to drive growth** and deliver attractive solutions for its residents and visitors; those who want to invest and create. Against all adversities, we have been working intensively towards resilience and building coalitions that showcase our great potential and outstanding attractions. We know that in binding our unique history and heritage, with our contemporary vibe and the eternal essence of Athena's wisdom and Poseidon's power, we have started creating stories we are proud to share again and which put forth the city's new profile:

For the last few years, the City of Athens has been actively investing in promoting cultural and innovation initiatives that will perfectly encapsulate how contemporary Athens looks to bridge the old with the new, thus building a forward thinking heritage.

“

**Athens,
the eye of
Greece,
mother of
arts and
eloquence**

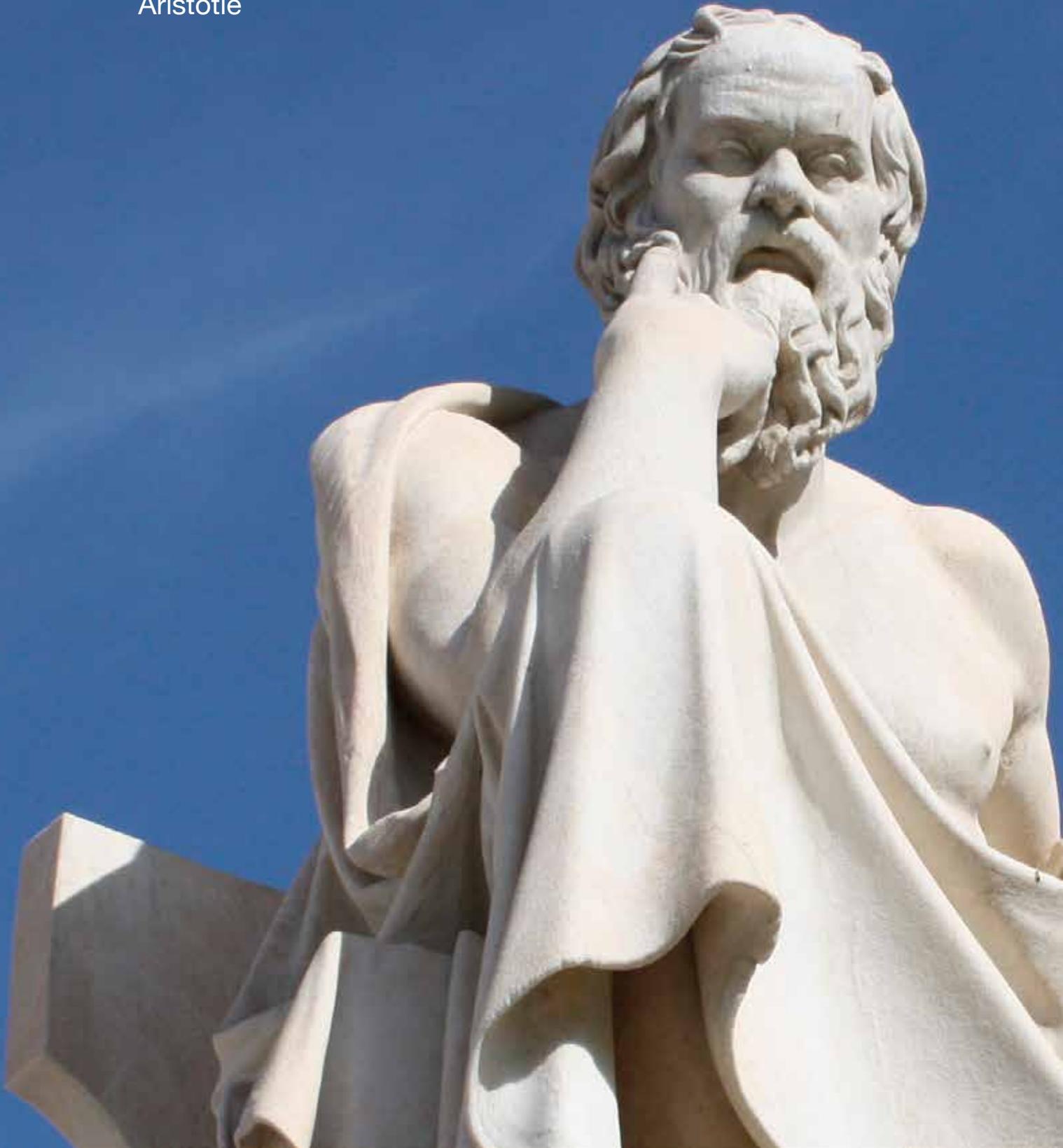
John Milton



“

**Quality is not
an act, it is a
habit.**

Aristotle



Athens was awarded **UNESCO's World Book Capital City for 2018**. Our motto "Books Everywhere" highlights how we celebrated a year of book-related events across town including readings, seminars and conferences, workshops and competitions, activities for adults and children, and events focusing on vulnerable groups like migrants and refugees.

At the same time, after years of preparations, the **Greek National Library** has made the journey into a new era. Hundreds of thousands of books have been moved into their new home, the contemporary library housed at Athens' impressive new culture hub, the Stavros Niarchos Foundation Cultural Center.

Contemporary libraries are the arks for learning in our **knowledge-based economy**. We, at the City of Athens, view culture and knowledge as drivers for growth and sustainability and as vital fields that mobilize the most extrovert and dynamic parts of society. Following a particularly competitive bid process that lasted almost two years, Athens had the honor to host the **IFLA World Library and Information Congress, in 2019**.

Our capital is moving forward attracting investment and building synergies for the advancement of the city's strategies. The City of Athens has established the This is Athens & Partners - an open, collaborative, public-private partnership, initially formed between the City of Athens, Aegean Airlines and Athens International Airport in 2016.

In November 2018, the Greek Tourism Confederation joined This is Athens & Partners. This key alliance has already attracted other major stakeholders such as Lamda Development, TEMES and Lamps Hellenic Hotels S.A., boosting our efforts to establish Athens as a year-round destination.

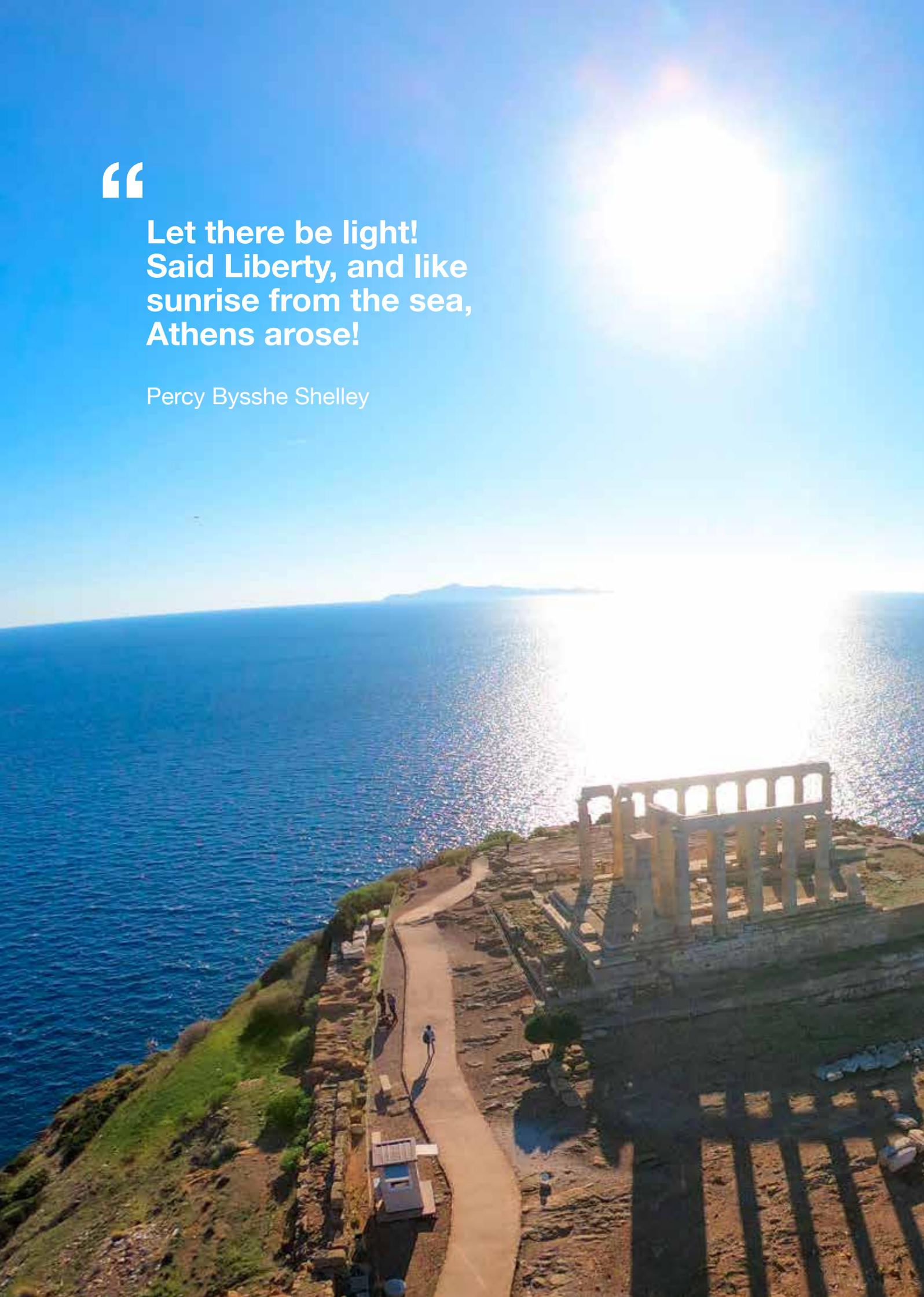
The coalition's mission is to create a unified Athens brand that captures the city's true identity and authenticity, focusing on promoting Athens' international ranking as a business destination, targeting higher spending visitors, and increasing the average length of stay.



“

**Let there be light!
Said Liberty, and like
sunrise from the sea,
Athens arose!**

Percy Bysshe Shelley



FORWARD THINKING HERITAGE

Athens has always been ahead of the curve. Twenty-five centuries ago, ideas such as **democracy** and **citizenship** were conceptualised in the city of Athens and remain among the most sacred **universal pillars** of our modern civilised society.

Over the centuries, Athens has also been at the centre of empires, a political locus, an infinitely rich source of archaeology and culture, and an **incubator of scientific revelation** about the physical forces of our natural world.

But Athens is much more than its past. As one of Europe's most classical capital cities, Athens continues to draw upon its heritage as the crucible of **the world's first symposiums** and forums to reshape itself into a progressive hub of **dynamic future-thinking**.

Strategically located to trade, receive and share ideas and foster business and development, Athens has been a regional hub for decades. In recent years, it has also emerged as **a thriving global launch pad for science, innovation, sustainability and creative business**.

Along with a healthy working democracy, **forward-focused science** is an essential spoke of any robust society. Everyone should have a say in this: policymakers, scientists, foundations, academic communities and businesses.

Effective decision-making requires a rigorous scientific method which discusses, observes and tests ideas in open-minded and non-biased environments. This is why Athens will always be committed to being **a world stage for debating prosperity and human progress**. With our characteristic **openness and diversity**, Athens has been authentically global before globalisation became a catch-word. We have always understood that **true power** arrives through connection, innovation and ideas.

Now is the time to let our **commitment** to an **open and sustainable world** shift mountain-sized obstacles and bring about urgently-needed change.

Democracy and **transformative, visionary thinking** are in the cultural DNA of Athens. Our past speaks for itself. Join us as we present the perfect stage to share the bold new concepts and prime opportunities that will help build a sustainable future for us all.

Why Athens?

WE INVENTED THE MEETING OF MINDS

Searching for the perfect stage for your next conference? What could be a better fit than **the city that gave birth to symposia**? Those hospitable gatherings of the mind where **innovative ideas** were traded by ancient thinkers and **memorable experiences** were shared.

As a historic world capital and vibrant knowledge hub, the innate spirit of Plato's **Symposium** still burns brightly in Athens today, making for spirited and fruitful international meetings and exciting events.

Athens has built upon its proud intellectual legacy to emerge as an agile modern city with a forward thinking heritage that delivers a **safe, resilient, sustainable** and **socially responsible** destination for residents and visitors alike. When it comes to laying out the welcome mat for conferences, forums and corporate events, you'll struggle to find a better, all-round star performer than Athens. Here's why:

Strategically located at the crossroads of Europe, Africa and Asia, and with an award-winning and constantly-expanding **Athens International Airport**, Athens is where the world meets.

In Athens, **four millennia** of recorded history, **80+ world-famous sites**, and **2 UNESCO marvels** mingle up close with a vibrant contemporary life in a beguiling mix of classical and cutting-edge, urban and seaside. Outdoor cinemas, ancient stone theatres, cultural events

and rooftop bars swirl around the Parthenon. The prized **Mediterranean cuisine** weaves its way into a fresh **gastronomic scene** that will delight you.

Our range of venues is as multifaceted as the city itself: **historic landmarks** and **ultra modern spaces** with top-range meeting facilities; dramatic **seaside** locations; scenic sites for unforgettable **open air events**. Enhancing the quality and scope of the visitor experience, leading international **hotel chains and boutique brands** are investing vigorously in Athens.

As the home of **Plato's Academy**, a strong **academic and research ecosystem** has become a second-nature to Athens. So too does our instinctive flair for **life sciences, shipping, culture and tourism**. Looking to the future, the unshakeable Athenian entrepreneurial spirit is shaping a flourishing **startup community** with global roots.

Our **blue skies** and warm-hearted **locals** will charm you. The city emerges amid a **50 km coastline** of **20 blue flag beaches** and **11 marinas**, and a **mountainous terrain** of stunning natural landscapes. The famous **Greek islands**, lush **vineyards** and unique **heritage sites** are all just a short sail or drive away.

Creating and sharing ideas; living each experience to the fullest – this has always been the Athenian way. Follow in the footsteps of **Socrates, Aristotle and Plato** by planning your next meeting of the minds in Athens.

**Socrates &
Plato &
Aristotle &
You.**

COMPETITIVE ADVANTAGES

Cultural DNA



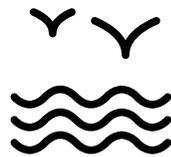
80+ World-famous museums and **2 UNESCO sites** go hand in hand with a vibrant contemporary cultural life. With more than **four millennia** of recorded history and an abundance of sites, museums and locations, Athens is a city where one can see history unfold before their eyes.

Meeting Facilities



Athens boasts a variety of **unique locations** tailored to every need: from **historical sites** to **modern landmark masterpieces** and from **urban venues** to **seaside locations** on the Athens Riviera.

Athens Riviera



Just a **20-minute ride** away from downtown Athens, the Athens Riviera is like dipping your toes into the Greek island lifestyle. Athens is the only European capital with a coastline of more than **50km**, adorned with **20 Blue Flag beaches** and **11 marinas**.

Resilient & Sustainable



Athens is an example of **shared spirit, resilience** and **successful crisis management**. The City of Athens has been **reviving landmarks**, boosting **entrepreneurship** and implementing a **successful social inclusion strategy**, in tandem with developing and implementing a strategic plan to build a safe, resilient and sustainable destination.

Accommodation



Athens and the greater Athens region offer a total of over **33k rooms in 675 hotels**. The hotel sector is continuously developing, with new hotels, renovations and new international chains investing in Athens.

Prized Gastronomy



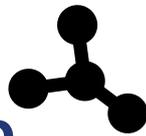
Famous for its renowned **Mediterranean cuisine**, Athens offers an outstanding **gastronomic scene**. Its contemporary urban vibe caters to every appetite and style. From **traditional street food souvlaki** to modern Greek cuisine and **awarded Michelin restaurants**.

Strategic Location



Athens' privileged geographical location at the **crossroads of three continents -Europe, Africa and Asia-** offers easy access for delegates.

Knowledge & Innovation Hub



Athens is home to **11 Universities**, including the National Technical University of Athens, one of the most recognized institutions globally. There are **54 faculties, 109 departments and 21 research centers**. **€96M** were invested in 2019 in Greek startups through the EquiFund apparatus. **301 companies** have benefited from a total of **€2.4B** of investments in innovation.

Experiences



Athens guarantees authentic experiences connected to its heritage, present and future. From rich cultural immersions such as **philosophy walks** and workshops on **pottery** or ancient **Greek sandals** to exploring the lively urban neighbourhoods, the cool shopping and design scene, and the electric nightlife.

Connectivity



The multi-awarded **Athens International Airport (AIA) "Eleftherios Venizelos"**, is one of the fastest-growing airports globally. It is connected to all major cities at competitive prices while constantly enriching its network with new carriers and destinations.

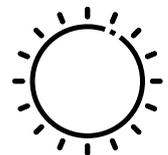
64 Airlines
operated schedule services out of Athens (of which 19 were low cost)

166 destinations
operated (of which 109 int'l)

54 countries
were connected to Athens

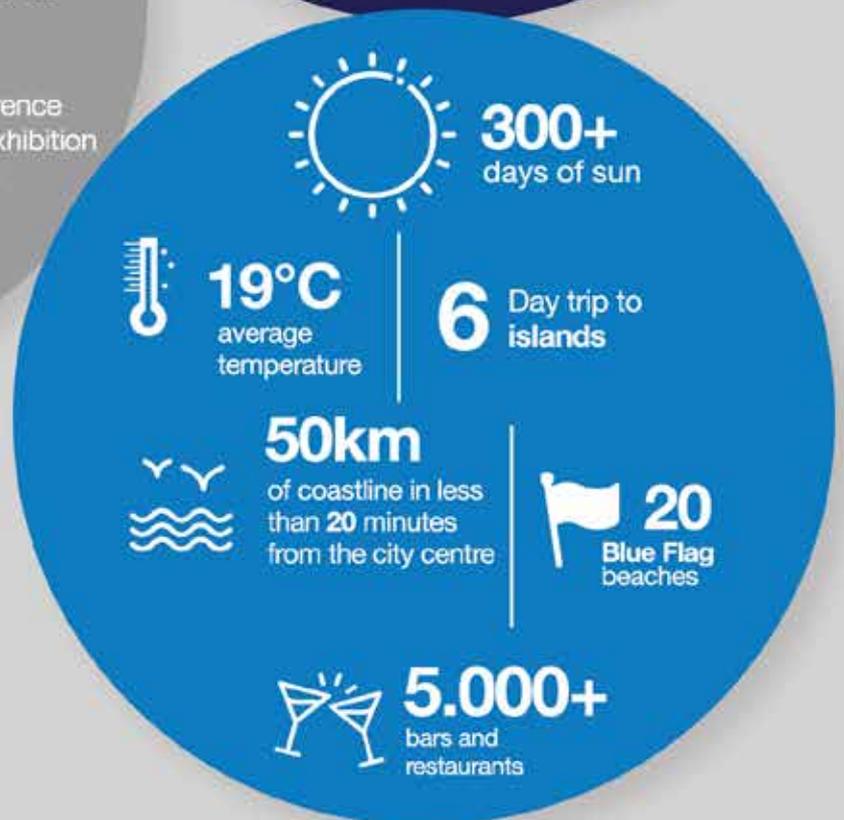
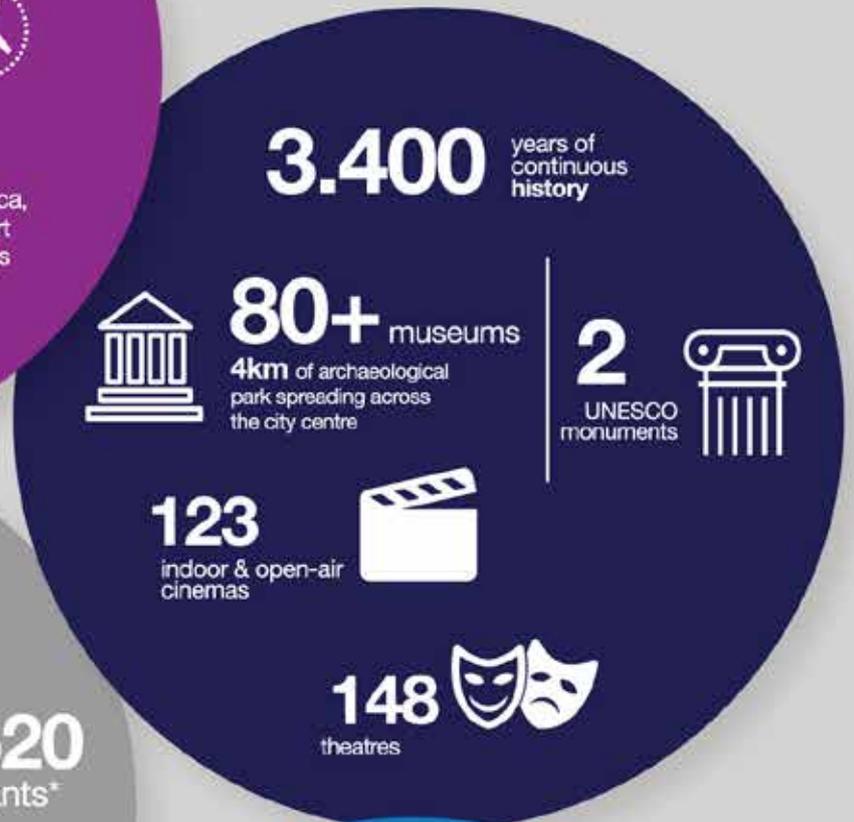
2,158 weekly frequencies

A Sunny Disposition



You can't make light of the Athenian sun! With an **average daylight of 8-9 hours**, a much-envied climate and incredible blue skies, Athens will entice you with both its weather and warm-hearted locals.

ATHENS IN NUMBERS



Athens, A Competitive Destination

Athens has always had an entrepreneurial spirit. The digital economy, and a more flexible business landscape, have created a thriving startup scene. The City of Athens fosters innovation by creating the first municipal early-stage tech incubator, **Athens Digital Lab of the City Athens, a research and development lab for “smart city” digital solutions**. Athens offers a highly skilled and competitive workforce, graduates from Athens’ world-class universities who combine worldwide experience with an entrepreneurial mindset.

In 2018, Athens was awarded by the European Commission the title of the **European Capital of Innovation**. This is an annual cash prize awarded to the European city that has demonstrated its ability to harness innovation to improve the lives of its citizens. The City of Athens has placed much importance on innovation and how it can help the local community bring about change and open up to the world. Some of the innovations promoted include:

- The [POLIS²](#) project aimed to revitalise abandoned buildings by providing small grants to residents, small enterprises, creative communities and other civil society groups and bring life to all corners of Athens.
- The renovation of the [Kypseli Public Market](#), a 90-year old historical building, with active support of Athens’ citizens aims to create a new social entrepreneurship market hosting exhibitions, workshops, theatre shows and other initiatives.
- Transforming [Serafeio](#) into a popular community playground through a host of initiatives like Athens Digital Lab, Open Schools or Athens Culture Net, and establishing it as a novel events space, following a joint decision by the municipality and the local community.
- The [Curing the Limbo](#) initiative, which gives refugees and migrants the possibility to connect with other residents in order to learn the language, develop new skills, find employment opportunities, and engage in active citizenship.
- The [Digital Council](#), in which the city brought together companies and educational institutions to offer training on digital literacy and civic technology, as well as to promote sustainable innovations like smart recycling bins.
- ‘[This is Athens with a Local](#)’ campaign where the city invites volunteers to talk about the city’s present and past to some of the record 5 million tourists who visited Athens in 2017.

ABOUT THE CONFERENCE

- 2.1 Athenaeum Intercontinental
- 2.2 Accommodation
- 2.3 Experiences Pre/Post Meeting
- 2.4 Guests
- 2.5 Publicity Management



02



Athenaeum Intercontinental

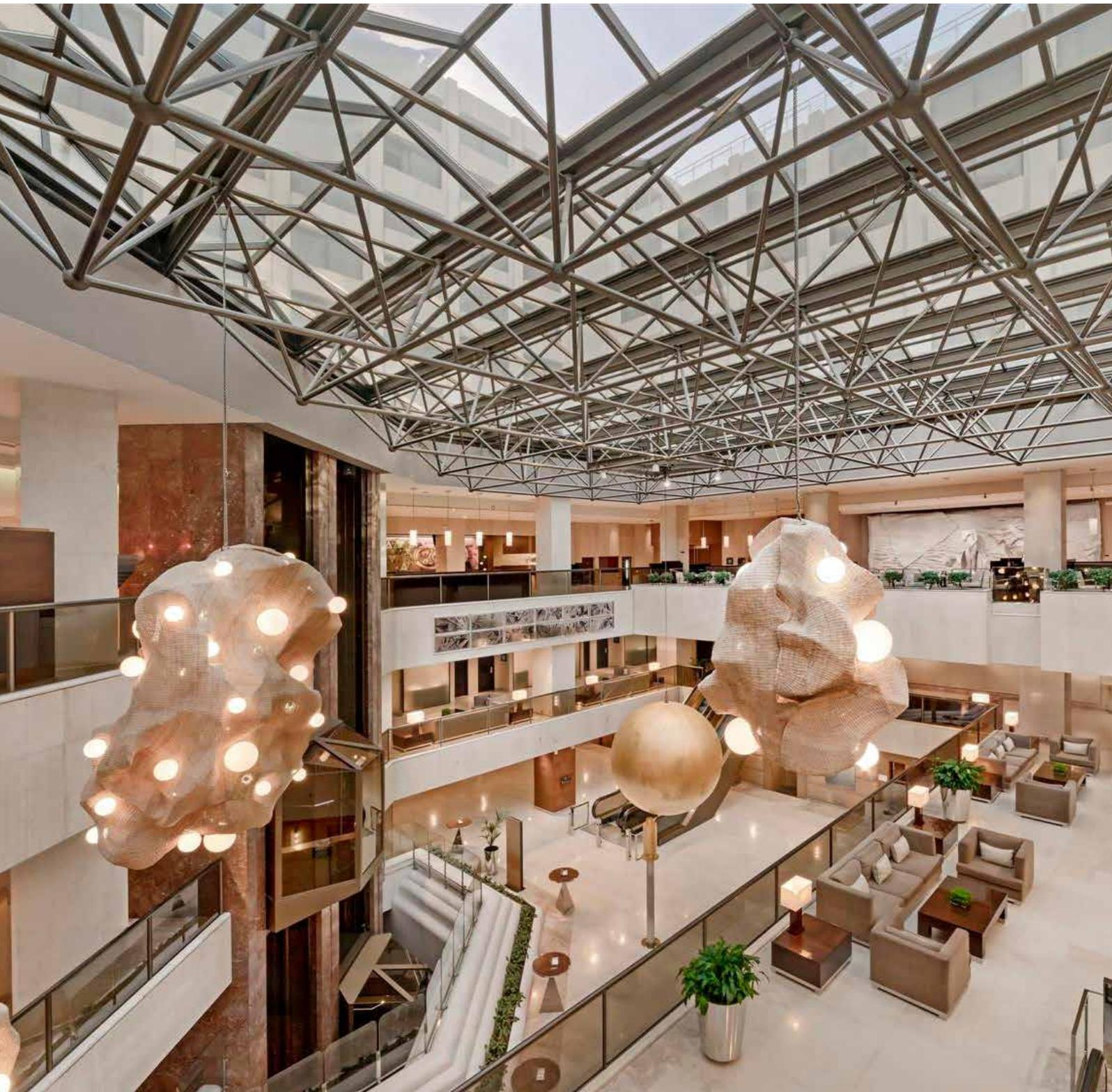
PROPOSED VENUE



Awarded Greece's Leading Business Hotel time and again, the Athenaeum InterContinental combines unparalleled levels of service with upscale facilities. Within a short distance from the city centre, the 553 recently refurbished contemporary rooms of the hotel provide all modern conveniences, while the two dedicated Club InterContinental floors offer exclusive complimentary services.

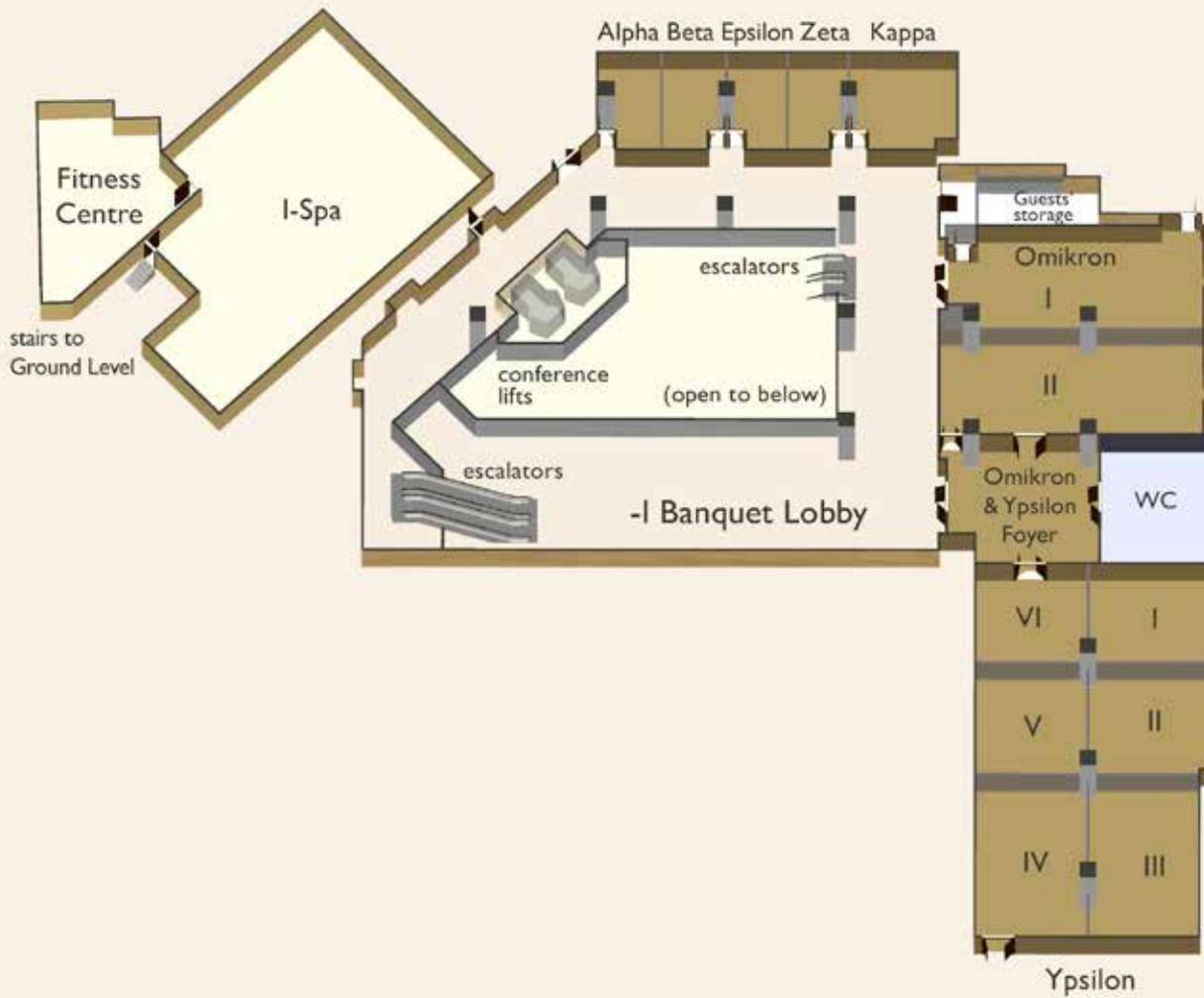
With a total floor space of 6,000 m², the meeting facilities of the hotel feature 35 break out rooms including Athenaeum Ballroom, the biggest column free conference venue in Athens, for up to 1500 persons. The award winning dining venues of the Athenaeum InterContinental Athens as well as its outdoor pool and luxurious I-Spa make even the shortest stay into a most memorable experience.

 www.intercontinental.com/athens

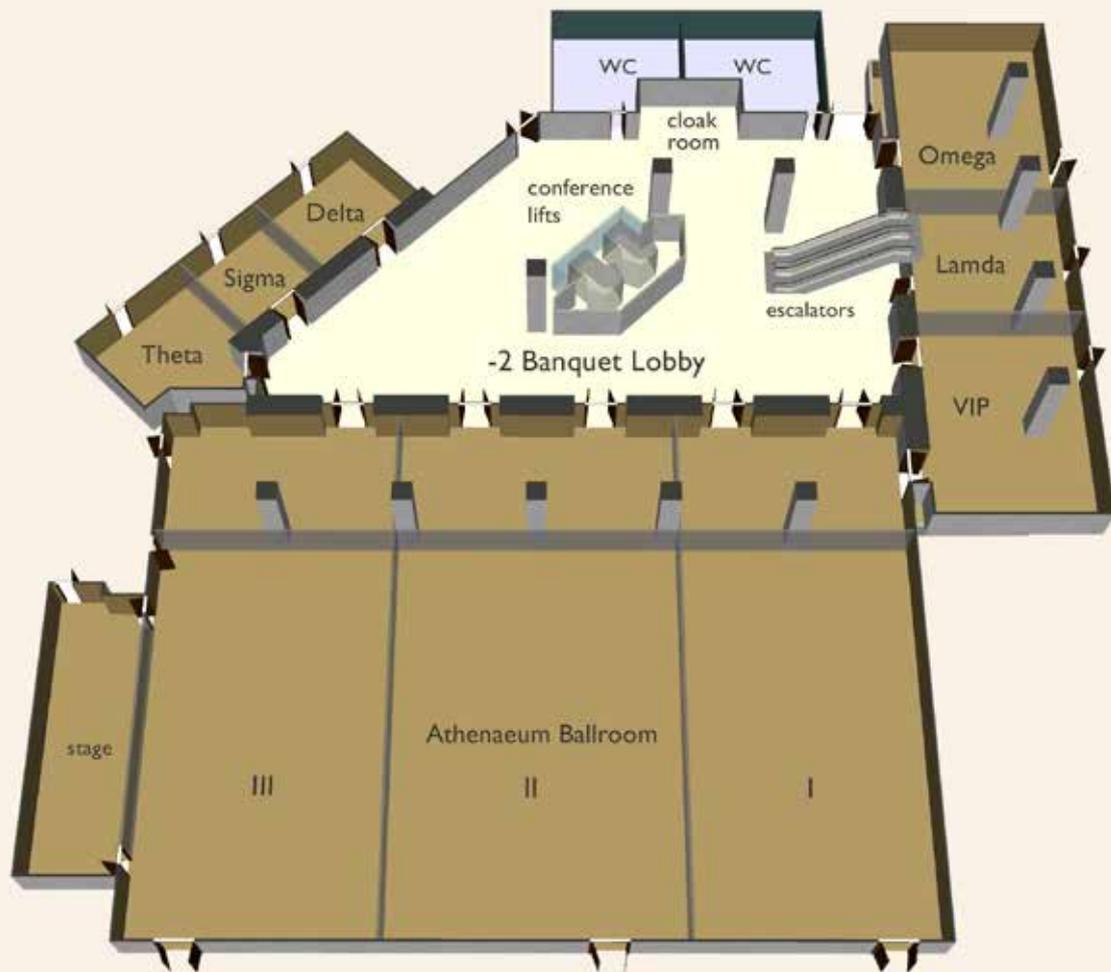


ATHENAEUM INTERCONTINENTAL FLOOR PLANS

LEVEL -1



LEVEL -2



Accommodation

Athens and the greater Athens region offer a total of more than **33k rooms** in **675 hotels** across various categories. The hotel sector in Athens is continuously developing, with new hotels, renovations and new international chains investing in Athens.

With over 600 units in the greater Athens area and various units ideally located within walking distance from MAICC, delegates will experience true Greek hospitality.

We propose the following selection of hotels for the EAA 2024 conference. Located next to each other and within walking distance from MAICC, these international business hotels guarantee excellent service to delegates.

UNITS

ATHENS
ATTICA
ARGOSARONIC

675

38 are 5* hotels
& 127 are 4*hotels

CENTRAL
ATHENS
ONLY

257

21 are 5* hotels
& 59 are 4*hotels

ROOMS

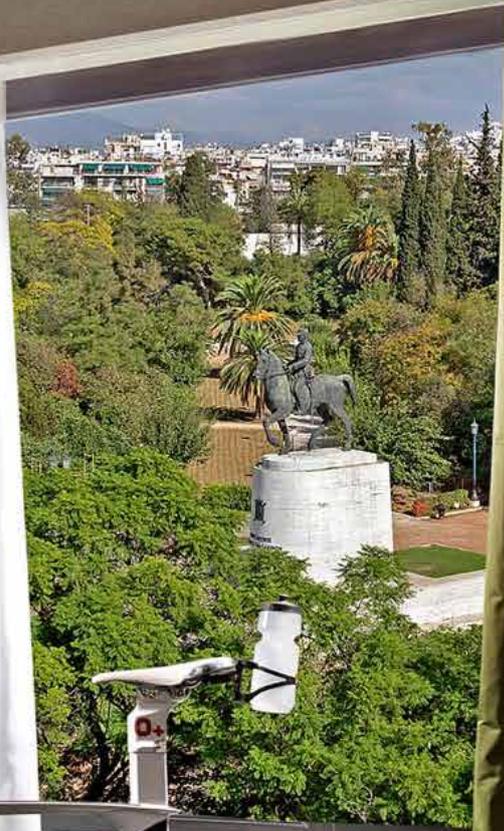
ATHENS
ATTICA
ARGOSARONIC

33,117

CENTRAL
ATHENS
ONLY

16,299





Experiences Pre / Post Meeting



1

Clock the sacred rock of the Acropolis and the Acropolis Museum

Athens' most famous icon must be your first stop. No question. And your next? The world-class Acropolis Museum that perfectly complements this monumental UNESCO World Heritage Site.



2

Walk through history

Set out on the newly-constructed "Great Walk of Athens" on foot or bike to explore the ancient archeological landmarks of Athens' Historic Centre.



3

Get lost in the Neighbourhood of the Gods

Find time to lose yourself in the scenic lanes of Plaka - Athens' enchanting Neighbourhood of the Gods, cradling the Acropolis rock. Plaka's neoclassical

mansions, courtyard cafes and Byzantine chapels were made for Instagram.



4

Capture a knockout sunset

Catch an epic Athenian sunset at the city's classic lookout, Lycabettus Hill. Prefer to enjoy it with a cocktail in hand? Hit one of the many buzzy rooftop bars downtown.



5

Embark on a culture crawl

Art and culture are all around you in Athens: from landmark museums and tucked-away galleries, to classical architectural gems and creative street art. You can take a culture trip just by wandering around!



6

Watch Athens perform for you

Experience an open-air gig or theatrical show at one of

Athens' cracking outdoor venues. Choose from mighty Roman amphitheatres beneath the Parthenon (the Odeon of Herodes Atticus), electric urban hubs like Technopolis, or summery seaside stages.



7

Savour gastronomical Athens

Tick off our legendary Greek souvlaki; then treat your tastebuds to Athens' booming culinary scene. From old-school tavernas and exotic street eats, to designer delis, fine seaside dining and modern Michelin-starred hotspots (paired with million-dollar Acropolis views), Athens satisfies any appetite.



8

Taste authentic Greek flavours

Discover the finest Greek PDO products by sampling local flavours at a typical food market like Varvakios Agora, signing up for a culinary tour, visiting a traditional deli, or enjoying a farm-to-fork lunch at an idyllic Greek farm.



9

Embrace the ancient Greek ideal of "healthy body, healthy mind"

Elevate your senses while exercising your body. How about a jog around the rim of the Panathenaic marble stadium (home of the first modern-day Olympic Games)? A yoga session at the National Garden? A meditation workshop on the Hill of Muses ... or a reviving spot of Qigong on the Great Lawn of the SNFCC*?



10

Head to the beach

Did you know that Athens is not just a city, but a stunning seaside resort as well? Kick off with a dip at one of the 20 blue flag beaches lining the 50km coastline; take it up a notch with some water-sport fun; then feast on fresh fish right by the water's edge.







11

Enjoy a movie under the stars

Summer spells open-air cinema for Athenians. Join the locals by catching a screening at one of the city's romantic outdoor cinemas (a few also offer heady Acropolis views, along with the roaming cats).



12

Set a sunset date with Poseidon

Drive down the photogenic Athens Riviera coast to Cape Sounion, where Poseidon's ancient temple presides nightly over a majestic sunset to rival Santorini.



13

Imbibe on new wines from ancient vines

Athens is the only European capital where vineyards and wineries lie within a

cork's throw of the city centre. Indulge in a wine and gastronomy tour at a local winery at one of the world's oldest grapevine plantations.



14

Take a mountain hike

Discover the greener side of Athens with an invigorating trek on verdant Mount Parnitha in the Parnitha National Park (there are also mountain bike trails for thrill seekers); take a leisurely Sunday stroll through the historic grounds of Tatoi, the former Royal Palace.



15

Set sail for Greek island magic

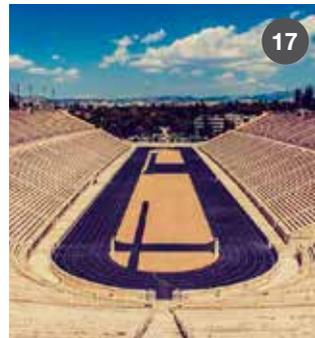
Athens has a wealth of idyllic Greek islands on its doorstep. Hop on a ferry for a day, weekend or a longer escape - or rent a boat and set sail from one of the 11 marinas along the Athenian coast.



16

Pamper yourself

Combine sight-seeing with indulgence. Refresh your spirits by bathing in the thermal lake of Vouliagmeni. Relax with luxe spa treatments based on ancient Greek remedies at a five-star spa resort on the Athens Riviera. Or retreat for a healing steam experience at an authentic hammam in the city's historic quarter.



17

Go the distance, the authentic way

Race through history by taking part in the Athens Authentic Marathon. It doesn't matter whether you're a runner - or simply watching them cross the finish line at the original Panathenaic stadium - this world-famous event makes for an unforgettable encounter with Athens.



18

Go on an unforgettable day-trip

Athens' wider Attica region has some magnificent sights well worth leaving town for - and also within easy reach by car, bus or train:

- Breathe in the captivating, other-worldly beauty of ancient Delphi and its enigmatic Oracle, once considered the centre of the known world.
- Test out the astonishing acoustics of the Ancient Theatre of Epidaurus (it still hosts theatrical masterpieces); and explore the Sanctuary of Aesclepius where people once flocked in search of a holy cure from the God of Healing.

- Encounter one of Greece's oldest surviving monuments, the Temple of Apollo (around 560BC), at the site of Ancient Corinth, gateway to the Peloponnese; then marvel at the modern ships slipping through the inconceivably narrow Corinth Canal.

* Stavros Niarchos Foundation Cultural Centre



We will provide ICCE Family, the ICCE board, keynote speakers, committee's working groups chairs and ICCE staff free accommodation and conference registration as follows:

- 15 members of ICCE Board free accommodation, meals and registration

- 2 ICCE staff Board free accommodation and registration

- 3 persons (1 inspection Committee and 2 Research Committee) free accommodation, meals and registration

- 5 ICCE working group / committee chairs free accommodation, meals and registration

- 5 persons free accommodation, meals and registration + travel expenses

- In addition, 2 flight tickets for Preparatory meetings

- 3 for VIP unexpected free accommodation, meals and registration

- 2 keynote speakers meals and registration + travel expenses

- ICCE research Fair

Estimated Local Organizers Support for the Event: 70.000 euros



- Both print and electronic media will be present to make this event a grand success. In Greece 2 simultaneous events (Physical education annual international Congress and a major coaching seminar will take place).
- Also a Balkan congress will be announced and set under Hellenic Olympic Committee auspices.
- Finally towards international interest a micro site that will be operated. Both POPA but mainly the National Tourist Organization will provide useful info towards extending stay - cooperation possibilities.
- Local TV and radio Coverage will be there

ABOUT THE ORGANISATION

03

3.1 Local Organizers

3.2 Supporting Organisations

3.3 Local Professional Conference Organisation Companies

3.4 From Physical To Hybrid: Tech Solutions & Expertise In Athens



Local Organizers



PAN-HELLENIC FEDERATION OF SPORTS COACHES AND TRAINERS (POPA)

The Pan-Hellenic Federation of Sports Coaches and Trainers (POPA) was founded in 2010, is a secondary professional association of all Greek Olympic and non-Olympic sports coaches. Its purpose is to unite all Greek sports coaches to jointly claim and promote their common professional, social and educational interests. Its members are the Associations of Coaches of the sports Sailing, Canoeing, Cycling, Coaches of Athletes with Disabilities, Weightlifting, Cycling, Skiing, Tennis, Badminton, Fencing, Taekwondo and Wrestling). It covers almost all existing coaches' associations as not all sports have corresponding associations.

OUR MISSION

1. The unification and cooperation of the associations of individual and team sports coaches, Olympic and non-Olympic, in a secondary trade union organization.
2. The coordination and the unification of the efforts of all the associations that make up the Federation for the preservation, the study and the promotion of the common economic, social and professional interests of its members, in the context of the service of the society as a whole.
3. The promotion and upgrading of the profession of individual and team sports coach.
4. The promotion and promotion of any issue that interests individual and team sports coaches and is related to the protection of their economic, social and professional interests.

OUR VISION

1. Involvement of Coaches in decision-making for sports.
2. The establishment of coaches' associations in every sport.
3. The participation of the coaches of all sports through their associations in POPA, so that through it they can fight for the joint promotion, defense and claim of their rights at every level (social, professional, educational, participation in important decisions for sports).
4. By achieving the above, a better environment will be created for coaches and Greek sports and the visions and expectations that sane coaches and fans have had for many years will be achieved

 <https://popa.gr/el/>





ATHENS DEVELOPMENT & DESTINATION MANAGEMENT AGENCY

Our mission at the Athens Development and Destination Management Agency is to develop initiatives and implement strategies that focus to make Athens an **attractive city** for residents, visitors, professionals and investors. We focus on **boosting the local economy** by upgrading the city's public spaces and services to residents and visitors and by creating a seamless experience for visitors. In the context of the social crisis, we develop actions and programs aimed at **tackling social exclusion** and **ensuring social cohesion**.

At the same time, we collaborate with the private sector and **establish partnerships** to jointly design and implement projects that contribute to **social, business and urban development** and to successfully promote Athens as a **year-round destination** for a city break and MICE tourism. Attracting investment and boosting business in Athens are also among our top priorities. Our goal is to **stimulate local markets**, but also to **attract international inventors** through incentives and investment opportunities. One of our strategic priorities is to **establish smart and sustainable management of Athens' urban environment**.

 www.developathens.gr/en/



THIS IS ATHENS – CONVENTION & VISITORS BUREAU

This is Athens – Convention & Visitors Bureau was launched in April 2008 as the official promotional agency for the **City of Athens**. We are housed at the **Athens Development and Destination Management Agency**, a public company working on behalf of all Athenians at the intersection of government and business.

This is Athens promotes the development of the Greek capital as a **leading destination** for city breaks and leisure tourism, as well as congresses, events, and business trips. We developed an **extensive network of professional members** representing more than 90 of the largest tourism enterprises in Athens. We invest in **partnerships** that serve the local congress and meeting industry and provide **support** for local and international tourism professionals. In 2018, we were recognized as **Europe's Leading City Tourist Board** at the World Travel Awards.

Powered by our network of local professionals, our mission is to **extend** the tourism season by increasing the number of visitors, congresses, and events booked during the autumn and winter months. We utilize B2B marketing channels and initiatives to innovate and develop new opportunities for collaboration by identifying emerging trends. Work to amplify **destination branding** in order to extend the average stay per visitor while increasing the revenue earned from each trip.

The core pillars of our work:

- Bid for conferences and events on behalf of the City of Athens.
- Create a central source of knowledge and know-how about B2B activities for professionals in Athens.
- Provide institutional support for conference and event organizers and organize site inspections.
- Provide marketing and communications services for the City of Athens through B2B channels, FAM trips, and by maintaining relationships with local and international press.
- Host roadshows and networking events that serve the international community of professionals.
- Organize Travel Trade Athens, the signature annual B2B event for tourism professionals.
- Members Programme, our network of over 100 major tourism companies.
- Promote thematic strategies in collaboration with our network of local professionals to develop new tourism products such as yachting, religious tourism, and sport.

 www.thisisathens.org/acvb/



Letters of Support

LIST OF SUPPORT LETTERS

- City of Athens
- Athens Development & Destination Management Agency
- Region of Attica
- Hellenic Olympic Committee
- Ministry of Tourism
- Ministry of Interior
- Ministry of Culture & Sports

↓ City of Athens



CITY OF ATHENS

THE MAYOR

Athens, 22nd June 2021

In the kind attention of
President of the Board of Directors,
International Council for Coaching Excellence - ICCE

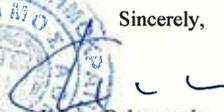
Dear Mr. President,

As Mayor of the City of Athens, I would like to pledge my full support to the bid to host the 14th Global Coach Conference of the International Council for Coaching Excellence in Athens in 2023. An event of such importance and prestige would undoubtedly constitute an honor for the City of Athens and for the entire coaching community of Greece and the broader region.

I am certain that the Local Organizers and the Hellenic Federation of Sport Coaches and Trainers, will exceed themselves to ensure the organizational and scientific success of the 2023 Congress. I believe that the exchange of information and knowledge is of crucial significance to the advancement of the coaching research and practices.

Furthermore, I strongly believe that the 2023 Global Coach Conference in Athens will be a uniquely positive experience for all its attendees. Athens is a European Metropolis at the crossroads of three continents. It is a city endowed with year-round sunshine, the European capital city with the highest number of blue flag beaches, a booming gastronomic scene with warm, hospitable people. In addition to world class attractions, UNESCO cultural heritage sites and the longest archaeological promenade in Europe, in Athens one will find new high-end convention facilities and hotels, a vibrant entertainment scene and a state-of-the-art transportation network to accommodate the needs of the most demanding events.

I am fully convinced that the 2023 Global Coach Conference in Athens will constitute a uniquely positive experience for all its participants and I assure you that the This is Athens-Convention and Visitors Bureau will put its best efforts to support the organization of the Congress.

Sincerely,

Kostas Bakoyannis
Mayor of Athens

mayor@cityofathens.gr | cityofathens.gr

Athens City Hall | 63 Athinas St, Athens 10552, Greece, T. +30 2103310861, +30 2103310862

↓ Athens Development & Destination Management Agency



Athens Development and Destination
Management Agency
7 Xenofontos street
10557, Athens
Tel. 2103253123,
Email: info@developathens.gr

Athens, 16/6/2021
Ref no. 2019/1853

In the kind attention of
International Council for Coaching
Excellence - ICCE

Dear Mr. President and Members of the Board of ICCE,

I am writing to confirm that the This is Athens - Convention & Visitors Bureau supports the bid for Athens to host the **International Council for Coaching Excellence (ICCE) Global Coach Conference in 2023**.

Holding the **14th Global Coach Conference in 2023** in our city will ensure an **unforgettable experience** both for its organizers and participants, all of whom will enjoy the rich tapestry of services, facilities and experiences that our city has to offer. Athens is a European Metropolis, at the crossroads of three continents with excellent connectivity to the rest of the world. Our city's strategic location, climate, heritage and vibrant contemporary culture have propelled it among the most attractive congress destinations. The variety of choices for the pre- and post- congress period, the expertise of the meetings industry professionals and excellent infrastructure makes Athens a great host for events of this caliber. It should also be noted that Athens is currently the 12th most popular destination in Europe and the 17th globally for association events.

We support the **International Council for Coaching Excellence (ICCE)** in its mission to lead and support the development of sport coaching globally. We are sure that by connecting the international delegates with the European community of coaches, coach educators, researchers, sport scientists, technical directors, and sport administrators both will highly benefit by the knowledge transfer, networking, and professional development opportunities that the **ICCE Global Coach Conference** will offer.

Supporting the Athens candidacy, the **This is Athens - CVB** will provide support in the site inspection* and will also assist in liaising with city stakeholders, institutions, and local professionals to facilitate and enhance the congress organization and delegate experience. To honor our distinguished guests, we can offer the City of Athens music ensemble (upon availability) for your opening ceremony and have an official representative of the city of Athens to address a welcome speech. Also, we will be pleased to promote the **14th Global Coach Conference** by disseminating information via the This is Athens-CVB tools and channels.

↓ **Athens Development & Destination Management Agency**

We assure you that the City of Athens and its people will contribute to the utmost success of your event.

Sincerely yours,



**Two day complimentary site visit to Athens for a maximum of 2 representatives, including roundtrip flights in Economy Class and accommodation. Complimentary flights are primarily provided by our preferred partner AEGEAN, otherwise restrictions might apply.*

↓ **Region of Attica**



**HELLENIC REPUBLIC
REGION OF ATTICA
REGIONAL GOVERNOR'S OFFICE**

15-17 Syngrou Avenue,
11743 Athens, Greece.
Tel.: (+30) 213 2063 529, 812, 521, 668
E-mail: gperatt@patt.gov.gr
Web: www.patt.gov.gr

Athens, 24th June 2021

To
Hellenic Federation of SPORTS COACHES AND TRAINERS

LETTER OF SUPPORT

The Region of Attica has been thoroughly informed by the Hellenic Federation of Sports Coaches and Trainers about the intention to submit a candidacy for the 14th International Conference of Coaches and Trainers with a deadline to submit its proposal by 30th June 2021. The conference will be co-organized by the International Council for Coaching Excellence (ICCE)

Therefore, the Region of Attica strongly supports this candidacy, as it will be an international event attracting high numbers of significant representatives of the International Olympic Committee, International Sports Associations, the International Council for Coaching Excellence and other members of international sports in Athens, Greece.

In order to achieve the above in the most fruitful and optimum way, the Region of Attica will support the Hellenic Federation of Sports Coaches and Trainers in all its efforts to bring this international conference in Athens in 2023.

Yours sincerely,

**George Patoulis
Regional Governor of Attica**

↓ Hellenic Olympic Committee



HELLENIC OLYMPIC COMMITTEE

To the
International Council for Coaching Excellence

Ref. No.: 1874/SC//EK/cs
Athens, 30th June 2021

Dear Mr. President,

Further to a request that we received by the Hellenic Federation of Sports Coaches and Trainers, the Hellenic Olympic Committee has decided to support the candidature of the abovementioned Federation to organize the 14th Global Coach Conference 2023 in Athens and also place it under its auspices.

The Hellenic Olympic Committee shall provide every possible support required by the Hellenic Federation of Sports Coaches and Trainers for a successful conference that will help coaches, researchers, sport scientists, sport administrators and other stakeholders to share their experiences and expertise in order to effectively face challenges, address coaching issues and promote sport development.

Yours sincerely,

Spyros Capralos
HOC President
IOC Member

Emmanouil Kolypadis
HOC Secretary General

↓ Ministry of Culture & Sports



REPUBLIC OF GREECE
MINISTRY OF CULTURE AND SPORTS
DEPUTY MINISTER

Athens, 6th July 2021

To:
Hellenic Federation of Sports Coaches and Trainees

Subject: *Letter of Support for the 14th Global Coach Conference*

The Ministry of Culture & Sports of Greece declares its full support to the candidacy of the Hellenic Federation of Sports Coaches and Trainees for the organization of the 14th Global Coach Conference in Athens in 2023.

The Ministry of Culture & Sports of Greece will provide the necessary cooperation both to the Hellenic Federation of Sports Coaches and Trainees, and to the International Council for Coaching Excellence for the successful organization of the Conference in general.

The organization of the 14th Global Coach Conference, a major global event, complies with the philosophy of the Ministry of Culture & Sports of Greece to highlight the role and rights of the coaches in sports. For this purpose, after all, there was a tight cooperation with all the representatives of the coaches of the country, with the help of which the Greek Law 4809/2021 was formed.

We look forward to hosting this wonderful institution and every recognized global action that highlights the position and role of the coaches in the global sports arena.

On behalf of the Ministry of Culture and Sports of Greece,


Lefteris Avgenakis
Deputy Minister of Culture and Sports

↓ Ministry of Tourism

EVANGELIA ANAGNOSTOU

Hellenic Public Administration Issuing CA 2/7/20
CN=EVANGELIA ANAGNOSTOU
C=GR
O=Hellenic Public Administration Certification Services
E=evagnostou_e@mintour.gr
Public key:
RSA2048 bits



**HELLENIC REPUBLIC
MINISTRY OF TOURISM**

**BRIEFING AND COMMUNICATION
OFFICE**

Address: 12 Vas. Amalias Av,
105 57 Athens, Greece

Info: A. Stefanou

Tel.: 210 3736194

email: stefanou_a@mintour.gr

Athens, 02-07-2021

Ref. no. : 11794

To:

Hellenic Federation of Sports Coaches
and Trainers

Letter of Support

The Hellenic Ministry of Tourism would like to state its strong support to the candidature of Greece in undertaking the organization of the **14th Global Coach Conference** in 2023 in Athens, Greece.

Athens is an ideal candidate to host the 14th Global Coach Conference and holding the conference in our beautiful city will be a uniquely positive experience for all its attendees. Athens is a European metropolis, located at the crossroads of three continents; it is a city endowed with sunshine throughout the year with warm, hospitable people and a vibrant entertainment scene. Apart from its unique archaeological attractions and UNESCO cultural heritage sites, the city boasts world class state-of-the-art facilities and numerous hotels, able to accommodate the needs of even the largest events.

I strongly support the Hellenic Federation of Sports Coaches and Trainers in all efforts to bring this international conference in Athens in 2023 and in my capacity as the Minister of Tourism of Greece, I will be glad and honored to have the 14th Global Coach Conference under the auspices of the Ministry of Tourism.

Yours sincerely

EXACT COPY

Evangelia Anagnostou
from the Department of Secretariat
and Citizen Information

THE MINISTER OF TOURISM

THEOHARIS THEOHARIS

CC:1. Minister's Office

Local Professional Conference Organisation Companies

This is Athens Convention & Visitors Bureau is constantly working to develop its services and activities, thus providing a wide variety of selected venues, hotels and meeting planners located in Athens and the greater city area. All of our 90 member partners have been carefully selected, according to the following essential qualifications:

- **know-how**
- **infrastructure**
- **experience**
- **customer satisfaction**

We are here to offer you a total event solution service and respond to all your requests and needs promptly and efficiently. More specifically, in case Athens is shortlisted as a destination for EAA 2024, we would like to arrange face-to-face or virtual meetings with all of our PCO member partners in order to help you choose the most suitable partner.

Below you may find additional information about our PCO members:



AFEA Travel and Congress Services

AFEA Travel and Congress has been operating in the Meetings and Corporate Travel Industry for more than 40 years, providing customers with integrated services. The company is established in Athens since 1977 and since 2002 it operates offices also in Thessaloniki. AFEA provides quality services to a wide client portfolio such as major multinational corporations, scientific and educational associations, private companies, as well as governmental and public organizations, in Greece and worldwide. AFEA has the know-how and expertise to design, organize and implement any type of meeting or event in Greece and around the world. The company offers the whole spectrum of services included in the Professional Congress organization, Core PCO Management, Association Management as well as preparation of Bid Files for European and International events. Additionally, AFEA has incorporated new technologies as part of its services and has the tools and knowledge to implement any type of virtual or hybrid meeting. An average of 100 events are organized annually by AFEA, a fact that contributes significantly to the further extent and development of the company's establishment and recognition on a global basis. AFEA is a Professional Congress Organizer (PCO) and an active member of the most prestigious international associations, such as IAPCO, ICCA, EFAPCO, HAPCO, UN Global Network, CSR Hellas, IGLTA etc.



CONVIN Professional Congress Organise

CONVIN specializes in congress organization, association management, scientific e-publishing services, destination management as well as all related incentives and traveling needs. We started business in 2001, in an attempt to bring a fresh approach to the field of tourism and conventions. In-depth knowledge, experience, responsibility and love for the object, characterize all of our associates.

Furthermore, the event's progress from the initial budget to the final account is reflected in comprehensive reports at the disposal of the client. This has been appreciated and rewarded with one of the leading positions in our field. CONVIN has undertaken the Association Management of local as well as international scientific societies, including core-PCO responsibilities for their congresses and other events as informative campaigns. Implementing turn-key and flexible solutions, adjusted to each association's demands and guidelines, our clients benefit from the final result. We also undertake an organization's scientific proceedings and journals, offering expert consultation on contemporary index requirements. CONVIN is a member of IAPCO, ICCA, EFAPCO, ACVB, HAPCO, HATTA, and ISO 9001:2018 certified company.



ERA

ERA Ltd is a Professional Congress Organiser and Destination Management Company with an in-house travel agency. The impeccable service culture and sophisticated solutions ERA offers to its customers, for over two decades, have rightfully established the Company as one of the leading PCOs & DMCs in Greece. We set off in 1998, and we continue with the same zeal and passion to organise successful congresses, corporate events, incentives and propose business & leisure travel solutions for our clients in Greece and abroad. Our aim is the provision of integrated, innovative, flexible services leading to the successful organization of your congress, event and travels. To ensure that we are up to date with the industry's trends and remain technologically savvy, we invest in international networking and best practice exchange with peers from other countries. ERA is an accredited member of ICCA, IAPCO, EFAPCO, HAPCO, HATTA, ACVB, ASCONET, ASTA, ACTA and ISO Certified, guaranteeing the highest of quality in our services.



ARGO

Established in 1952, ARGO TRAVEL has evolved into an institution when it comes to congress organizing in Greece. Our 70 years of successful presence and hundreds of satisfied clients and suppliers testify to our unique and intensely personal turnkey approach. Our dedicated, multilingual, and highly experienced Argonauts work around the clock with a single goal in mind: the design and execution of a successful, cost-effective and above all memorable congress, regardless the type and size. We can't deny that we take pride in our work, our clients' satisfaction has always been our driving force. It's just who we are!



ERASMUS

Erasmus S.A was founded in 1993 by a group of three, all having worked in the tourism industry till then. From 2002 and on, Erasmus S.A. has become one of the leading PCOs in Greece, running more than 50 projects per year and having a stable and dynamic team of 25 people. This fact is verified through the continuous trust of its major clients, the high rates of repeated projects and the breadth of its activities. The year 2009 was a landmark year for Erasmus S.A.: for the first time we organized a Conference abroad. The 2nd International Workshop on Focal Therapy and Imaging in Prostate and Kidney Cancer (10 – 13/6/2009, Noordwijk, the Netherlands), fully organized and executed by Erasmus with a great success. This was the first step for Erasmus S.A. to stand as a Professional

Congress Organizer in Europe as well as in other countries. Since then, Erasmus has gained valuable experience and we are continuing our efforts of maintaining excellent relations with major Scientific Associations, Colleges and Universities all over Europe and the world, who have trusted and continue to trust their collaboration with our company. Erasmus S.A. is currently the core-PCO for 7 international associations.



FREI

FREI SA is recognized as one of Greece's leading professional conference organizers and corporate travel services provider, serving national and international clients in the Congress, Events and Corporate Travel & Meetings industry. Established in 1985, steadily focused on PCO, DMC, CMI and Association Management activities, the company provides a unique blend of comprehensive conference and travel services, all the way from planning to implementation. Based in Athens and networked throughout the globe, FREI SA enjoys a stellar reputation with clients, spanning a wide range of industries, thanks to its outstanding work and exceptional customer service. The company boasts a long list of repetitive clients who have benefited from its proven expertise, myriad in-house services, innovative solutions and advance technological systems. FREI SA is a full member of ICCA, MPI, IATTA, HAPCO, SITE and has been confirmed and established a Quality Management System in conformance with ISO 9001: 2008.



ONE TO ONE

ONE TO ONE S.A. established in May 2002 and has effectively organized by now a significant amount of Scientific Conferences and Events in cooperation with Pharmaceutical Companies, Scientific Medical Companies and Health Care Institutions, leaving its distinctive professional trace on any project assigned. Being established in the Health Care sector, alongside with the ongoing effort to respond to the upgraded needs of its sophisticated clientele, ONE TO ONE S.A. is highly motivated to a continuous training of its executive personnel, in order to upgrade the quality of services provided. ONE TO ONE S.A. team consists of highly skilled executives with rich experience on conference organizing, corporate event planning and incentive travelling, aiming to high quality services, tailored to our client's unique needs. As we strongly believe that every Client is Unique, we offer to our clients tailor made solutions, aiming to the absolute success of any project assigned. It is YOU inspiring us!

3.4 | From Physical To Hybrid: Tech Solutions & Expertise In Athens

Athens presents the ideal platform to combine physical and virtual experience. Shifting to hybrid reality, when needed, our members and partners design tailor-made solutions to create the framework for successful digital events.

Our members provide cutting edge solutions for the successful organization and support of off-line and on-line meetings and events, through the use of the latest technology, audiovisual support, interactive tools, well equipped green studios, as well as platforms that cover even the most demanding requirements.

Business event professionals provide audiovisual services that combine their expertise and technical infrastructure to create unique events. Through the use of high-end audiovisual infrastructure and tech tools, the local experts become global and provide multiple functions for your event; allowing you to build community through attendee engagement, gather analytics from both in-person and virtual audiences and incorporate the transmission of knowledge and interaction among attendees.

INDICATIVE PAST VIRTUAL EVENTS

International Panel of Physicians Association

Virtual event – 300 pax

29th Panhellenic Congress of the Hellenic Thoracic Society

Virtual Congress >2.000 pax

76th Congress of the Hellenic Association of Orthopaedics and Traumatology Surgery (HAOST)

Virtual Congress >1.200 pax

Challenges and recommendations in the management of Chronic Respiratory Diseases and the COVID-19 disease

Virtual Conference – 800 pax

13th International Conference on Theory and Practice of Electronic Governance 2020

Virtual Conference – 200 pax*

International Conference on Solar Energy for Buildings & Industry 2020

Virtual Conference – 270 pax*

1st International Varicella-Zoster Symposium 2020

Virtual event – 150 pax

1st IAPCO Virtual EDGE Seminar 2021

Virtual Seminar – 70 pax

9th International Congress on MDS and SAA in Childhood (EWOG) 2020

Hybrid event – 150 pax

12th Safety Gala 2020

Virtual event – 125 pax

*According to [ICCA](#)



**We look
forward to
meeting you
in Athens**