



University of York
Europe Campus

GUEST LECTURE

Bus
Business
School

Small business today: the human side big brands can't copy



Wednesday, 20 May 2026

19:00 | Lecture Room 8.3

Guest Lecturer:

Ms. Fay Panidou

Small business owner

Panidis Bookstore & lovely-things.gr



In the context of:

Building Successful Web Presence module

led by **Dr Chrysopigi Vardikou**

Open to students of MA in Digital Marketing & Social Media