



CONVENTA CROSSOVER 2018

FESTIVAL of EVENTS and LIVE MARKETING



THURSDAY, 30 August 2018

- 8.00-9.00 CHECK IN AND CHIT-CHAT COFFEE
- 9.00-9.30 **OVERTURE**
Warm up session with **Jan-Jaap In der Maur**, Masters in Moderation, Netherlands
Stage under the stars
- 9.30-10.30 **WORKSHOPS**
Gerrit Jessen, Event Design using Visual Thinking - How Leaders and Change-Makers use the EventCanvas™, Event Design Collective, Germany
Foyer of Grand Stage
Barbara Krajnc, Serious or play? It's time for both. LEGO® SERIOUS PLAY®, Slovenia
Small Stage
- 9.30-10.30 **SPECIAL VENUES PRESENTATIONS**
Big Berry; Barone Fortress; WOOP! Trampolin park LJ
Stage under the stars
- 10.30-11.00 CHIT-CHAT COFFEE
Stage under the stars - Foyer
- 11.00-11.40 **CENTRE STAGE**
Patrick Roubroeks, From inspiration to creation, XSAGA, Netherlands
Michael Cowan, How to create a leadership brand from scratch, Brand Distillery; Mont Beer, Ireland
Stage under the stars
- 11.40-12.00 **MEET THE SPEAKERS**
Stage under the stars
- 12.00-12.45 **DIALOGUE: EVENT MARKETING IN THE REGION OF SEE**
Moderator: **Jan-Jaap In der Maur**, Masters in Moderation, Netherlands
Vartan Surmejan, Event Cook, Macedonia
Ivona Dabetić Jovović, Vision Event, Montenegro
Boris Kovaček, Pepermint, Croatia
Stage under the stars
- 12.45-14.15 **CREATIVE LUNCH BREAK IN OPEN KITCHEN FORMAT**
Krekov trg - in front of the building
- 14.15-16.00 **CONVENTA BEST EVENT AWARD AUDITION**
Live presentations of the finalists
Stage under the stars
- 16.00-16.30 **AUDIENCE VOTING FOR THE BEST EVENT AWARD**
Stage under the stars
- 16.45-17.45 **Music - Art - Innovations: BORING MEETING SUCKS**
Four simultaneous activities:
1. Performance 'Open the Owl' by Ljubljana Puppet Theatre
2. Visit of hidden spots of Ljubljana Puppet Theatre
3. Visit of the Puppetry Museum on Ljubljana Castle
4. Chit-chat at camp-fire
- 17.45-21.00 MUSIC & FUN
with D.J. JAMirko & Pivovarna Laško Union
Campfire on Krekov trg

FRIDAY, 31 August 2018

- 7.00-8.00 CONVENTA MORNING ACTIVITY
with Hannah Luffman
- 8.00-9.00 CHECK IN AND CHIT-CHAT COFFEE
- 9.00-9.30 **OVERTURE**
Warm up session with **Jan-Jaap In der Maur**, Masters in Moderation, Netherlands
Stage under the stars
- 9.30-10.30 **WORKSHOPS**
Hannah Luffman, Brand activation in real life, Unicorn Events, UK
Foyer of Grand Stage
Klara Honzikova, How to do B2B events differently, yet still with great ROI, Socialbakers, Czech Republic
Small Stage
- 9.30-10.30 **CRAZY INCENTIVE IDEAS PRESENTATIONS**
Graffiti Workshop; Feminist Tour of Ljubljana; Battle for the Thrones
Stage under the stars
- 10.30-11.00 CHIT-CHAT COFFEE
Stage under the stars - Foyer
- 11.00-11.40 **CENTRE STAGE**
Tatjana Kos, A Fairy Journey through most popular audio Fairy tales in Slovenia, A1, Slovenia
Mladen Lulić, Sh*t happens in events, Paideia, Slovenia
Stage under the stars
- 11.40-12.00 **MEET THE SPEAKERS**
Stage under the stars
- 12.00-12.45 **DIALOGUE: EVENT INNOVATIONS AND TECHNOLOGY**
Moderator: **Jan-Jaap In der Maur**, Masters in Moderation, Netherlands
Matjaž Možina, MeetPoint, Slovenia
Kim Ludvigsen, Interprefy AG, Switzerland
Alexander Kränkl, LINEAPP, Austria
Stage under the stars
- 12.45-14.15 **CREATIVE LUNCH BREAK IN OPEN KITCHEN FORMAT**
Krekov trg - in front of the building
- 14.15-15.00 **CROSSOVER QUIZ**
Making learning fun
or
ANARCHY SESSIONS
Where you can get to do whatever you decide to on the spot
Stage under the stars
- 15.00-15.30 **CENTRE STAGE**
Boban Milunović, Metaldays, Slovenia
Stage under the stars
- 15.30-16.30 **CONVENTA BEST EVENT AWARD GRAND FINALE**
Stage under the stars
- 16.30-... **Music - Art - Innovations: BORING MEETING SUCKS**
Campfire on Krekov trg

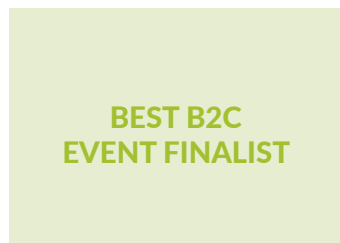
CONVENTA BEST EVENT AWARD 2018

“THE FINALISTS ARE HERE”



We've gathered the votes from our expert jury and crunched some numbers in order to determine the recipient of the Conventa Best Event Award ...

... no, we take that back, as the process doesn't stop there. The finalists still have their work cut out for them. They will present their exciting projects in front of the entire Crossover audience, who will make the final decision. After all of the events are presented, live voting will take place. The votes from the participants account for 20% of the overall score, therefore, nothing is written in stone yet. The award's intention is to expose the events which are not just innovative and creative but also effective; those events that reach or even exceed the long-term communication, marketing, and business goals. The winner will be announced on Friday, 31 August, 2018, an occasion not to be missed.



Festival of Lights



Air Future



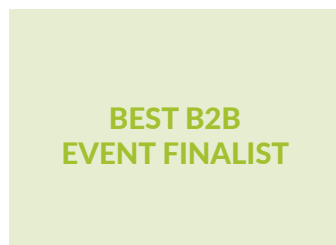
Speak Dating



World Rowing



Poreč Open Air



CEF Meeting



Good Game Zagreb



Microsoft NT



Pajama Party



Porsche Slovenia



Millennial Scrapbook



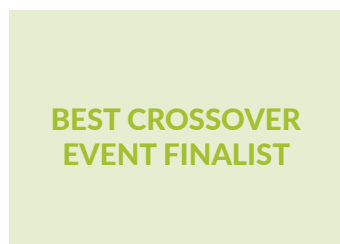
Slovenian Incoming Workshop



NLB Business Forum



Fotona Underwater party



Gourmet Cup



Expedition to Mars



Bee Initiative