



CONVENTA CROSSOVER 2018

FESTIVAL of EVENTS and LIVE MARKETING



THURSDAY, August 30 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 VENUE PRESENTATIONS**
IN PECHA KUCHA FORMAT
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 **ANARCHY SESSIONS**
Where you can get to do whatever you decide to on the spot
Stage under the stars
- 12.45-13.30 **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
- 13.30-14.30 **CREATIVE LUNCH BREAK IN OPEN KITCHEN FORMAT**
Krekov trg - in front of the building
- 14.30-16.00 **CONVENTA BEST EVENT AWARD AUDITION**
Live presentations in Elevator pitch format
Stage under the stars
- 16.00-16.30 **EPILOGUE OF THE CONVENTA BEST EVENT AWARD**
Stage under the stars
- 16.30-18.00 **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
Campfire outside
- 18.00 on ... MUSIC & FUN!!!!

FRIDAY, August 31 2018

- 7.00-8.00 CONVENTA 5K MORNING RUN THROUGH LJUBLJANA 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**
IN PECHA KUCHA FORMAT
Stage under the stars
- 10.30-11.00 CHIT-CHAT COFFEE
Stage under the stars - Foyer
- 11.00-11.40 **CENTRE STAGE**
Martina Bienenfeld, Zagreb Tourist Board & Convention Bureau, Croatia
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
Stage under the stars
- 12.45-13.30 **CROSSOVER QUIZ**
Making learning fun
Stage under the stars
- 13.30-14.30 **CREATIVE LUNCH BREAK IN OPEN KITCHEN FORMAT**
Krekov trg - in front of the building
- 14.30-15.30 **CENTRE STAGE**
Tatjana Kos, A Fairy Journey through most popular audio Fairy tales in Slovenia, A1, Slovenia
Mladen Lulić, Paideia, 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 annual award for the best event in the region of 'New Europe'



More than 30 projects were submitted, which will be narrowed down to a shortlist of events an esteemed international jury. Three winners will be selected at the Ljubljana Puppet Theatre on August 31, 2018 as part of Conventa Crossover Conference.

INTERNATIONAL JURY

The jury consists of 12 members who participate and have equal votes in evaluating the submitted entries. Every member of the jury makes their decision individually on the basis of their expert knowledge, reputation and authority.

The members of the jury for 2018 are:

Davor Bruketa, Bruketa&Žinić&Grey

Patrick Delaney, SoolNua

Ilka Dzeik, Event ROI Institute

Luca Favetta, Professional Convention Management Association

Ivo Franschitz, Enited

Jose Garcia-Aguarod, Grupo eventoplus

Jan-Jaap In der Maur, Masters in Moderation

Kevin Jackson, LIVE Communication Magazine

Stefan Kozak, CREATIVE PRO

Christian Mutschlechner, Vienna Convention Bureau

Melinda Rebek, Pirana Productions

Salvatore Sagone, Bea World Festival

EVALUATION SYSTEM

Evaluation of submitted events is carried out on a three-stage basis according to a unique 80:20 model (80% of votes are contributed by the jury whilst the expert audience at the Conventa Crossover event contribute the remaining 20%).

Evaluation process:

Phase 1: Online selection of submitted events

Pre-selection of submitted entries is carried out by an expert jury on the basis of strict evaluation criteria.

Phase 2: Live voting by the audience at Conventa Crossover

At the Conventa Crossover conference, finalists will present their event to participants, who will evaluate each one using the Slido system.

Phase 3: Announcement of the winners on the basis of votes counted

The expert jury will choose the winners on the basis of the sum total of the points of the expert jury and the audience votes. The winners will be announced on the second day of the Conventa Crossover conference. Two awards will be bestowed – for the best B2B event and the best B2C event.

CATEGORIES

Awards are divided into three categories:

Category B2B

- Best Corporate Convention / B2B
- Best Trade Show / B2B
- Best Incentive / B2E
- Best Product or Service Launch / B2B
- Best Educational Event / Training / B2B

Category B2C

- Best Association Conference, Congress / B2C
- Best Sports Event / B2C
- Best Music Event / B2C
- Best Cultural Event / B2C
- Best Non-profit Event / B2C
- Best Festivals / B2C

Category Crossover

Open to events demonstrating an original idea that's big and brave, meant for both the B2B and B2C public.

FAQ ABOUT THE CONVENTA BEST EVENT AWARD

Q: Can multiple events be entered into the competition?

Individual organisations or agencies can submit an unlimited number of applications in individual categories. The fee for each entry is EUR 250.

Q: From which countries can entries be submitted?

Applications are open to all event organisers in the region of 'New Europe' (Central and Eastern Europe).

Q: For which time period can events be registered?

Events that were organised in the period from 1st January 2017 up to the deadline for the submission of applications of 15th July 2018.

Q: Is the recipient of the award the agency or the client?

In individual categories, in addition to the client, the agency i.e. the executor of the project, receives the award.

Q: What kind of promotion do you assure?

All finalists will be published for an indefinite period on the project website – www.crossover.si

Q: What does the participation fee include?

The fee for the submission of entries is EUR 250 and includes participation in the process of evaluation by the international jury, and 2-day attendance of the Conventa Crossover conference on 30th and 31st August 2018 in Ljubljana's Puppet Theatre.

Q: Who will evaluate the entries?

An international jury consisting of well-known experts in the field of event organising contributes 80% of the votes whilst the remaining 20% are provided by participants of the Conventa Crossover conference.

Q: What are the evaluation criteria?

The evaluation criteria can be found on the website www.crossover.si. Each criterium is evaluated on a scale from 1 to 10. The sum total of the jury's nine evaluations contributes 80% of the final result, whilst the sum total of the evaluations of the participants of the Conventa Crossover conference accounts for the remaining 20%.

Q: What does the 80:20 model mean?

Evaluation of submitted events is carried out on a three-stage basis according to a unique 80:20 model (80% of votes are contributed by the jury whilst the expert public at the Conventa Crossover event contribute the remaining 20%).

Q: How does the process of evaluation take place by the public?

Evaluation will take place live via the Slido application through a moderated evaluation at the end of each presentation by finalists.

Q: Where will the awards ceremony be held for the Conventa Best Event Award?

The award will be presented as part of the jubilee Conventa Crossover conference which will take place on 30th and 31st August in Ljubljana.

