

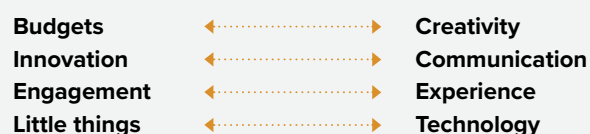
CONVENTA CROSSOVER 2019

Festival of events and live marketing



100% INTERACTIVE Crossover experience

Find your perfect stream – four connected content streams in two days:



WEDNESDAY, 28 August 2019

09:30	Warm up session / Knowledge zone in Klub CD Icebreaker 1
10:00-10:45	Crossover talks / Knowledge zone in Klub CD Fire talk 1 Fire talk 2
10:45-11:00	Chit-Chat Coffee Bar / Knowledge zone in Klub CD
11:00-12:00	Interactive Content Bars / Knowledge zone in Klub CD • 11:00-11:15 Budgets • 11:15-11:30 Innovation • 11:30-11:45 Engagement • 11:45-12:00 Little things
12:00-12:15	Meet the Speakers / Knowledge zone in Klub CD
12:15-13:00	Crossover Dialogue on Event Marketing / Knowledge zone in Klub CD Four provoking speakers will answer the main question: What's your event marketing strategy?
13:00-14:30	Creative Lunch Break in Open Kitchen Format / Zen Garden in Kidričev park
14:30-17:00	Conventa Best Event Award Audition / Festival zone in Štíh Hall Live Presentations in Elevator pitch format
17:00-17:30	Epilogue of the Conventa Best Event Award / Festival zone in Štíh Hall
17:30	Boring Meeting Sucks / Zen Garden in Kidričev park Music - Art - Innovations in Campfire and Pecha Kucha format

THURSDAY, 29 August 2019

09.30	Warm up session / Knowledge zone in Klub CD Icebreaker 2
10:00-12:00	Content journeys / Outside experience zones • 10:00-12:00 Experience / Alter Ljubljana • 10:00-12:00 Communication / Museum of Modern Art • 10:00-12:00 Creativity / Slovene National Theatre • 10:00-12:00 Technology / Gallus Hall
12:00-12:30	Content journeys - wrap up / Knowledge zone in Klub CD
12:30-13:00	Crossover talks / Knowledge zone in Klub CD Fire talk 3
13:00-14:30	Creative Lunch Break in Open Kitchen Format / Zen Garden in Kidričev park
14:30 -15:15	Crossover Dialogue on Event Sponsorship / Knowledge zone in Klub CD Four provoking speakers will answer the main question: Does your event need more sponsorship?
15:15-15:30	Chit-Chat Coffee Bar / Knowledge zone in Klub CD
15:30-16:00	Crossover talks / Knowledge zone in Klub CD Fire talk 4
16:00-16:30	Meet the speakers / Knowledge zone in Klub CD
16:30-17:30	Conventa Best Event Award Grand Finale / Knowledge zone in Klub CD
19:30	Crossover Pop-Up Dinner with great food, wine, creativity and community / Secret location in Ljubljana Tickets will be available for app. 80 pax

FRIDAY, 30 August 2019

09.30–12.30	Masterclass Workshops Deep learning on events 2 workshops with 20 participants	Executive forum Wrapping-up Crossover 2019 Session with 20 executives
09.30–12.30	Masterclass Workshops • 09:30-12:30 Workshop 1 Topic TBD • 09:30-12:30 Workshop 2 Topic TBD	

10 PRINCIPLES of Conventa Crossover

1. Perfect content
2. Participant journey
3. Crazy branding
4. Rhythm
5. Creative venue and set-up
6. Informed and prepared speakers
7. Co-creation and experiential learning
8. Authenticity
9. Green thinking
10. ROI

Crossover ingredient: **Rock'n'Roll**