

The annual award for the best event in the region of 'New Europe'

CONVENTA BEST EVENT AWARD 2019

CONVENTA
CROSSOVER
Festival of Events
and Live Marketing



CONVENTA
Explore. Meet. Create.

SLOVENIAN
CONVENTION
BUREAU

TOLERANCA

CALL FOR ENTRIES

www.crossover.si/best-event-award

Deadline for registration of your event is 15 July 2019

HURRY UP AND REGISTER YOUR EVENT BY 15 JULY 2019.

VISIT: www.crossover.si/best-event-award

Every year Conventa draws attention to excellence in the meetings industry with an award for the best event in 'New Europe'.

Organizers of mind blowing events from New European region are invited to enter the competition that will again acknowledge the best in the event business. The winner will be announced in August 2019 during the Conventa Crossover conference in Ljubljana.

Why to register your event for the Conventa Best Event Award?

1.

Reputation of the competition

With entering your event into the competition, you will increase your reputation among the clients and the professional public. The Meetings Star award is the oldest such recognition in the field of the meetings industry.

2.

Credibility of the jury

A competent international jury, ensuring the top-notch level of awarded events and independency of the evaluation, will evaluate your event.

3.

Innovative evaluation model

The evaluation of registered events follows the unique three-level model 80:20 (80% of the votes come from the expert jury and 20% from the professional public at the Conventa Crossover conference).

4.

Presentation of all the registered events

Projects will be presented on the online portal www.crossover.si which will provide an overview of the best event organisers for the clients.

5.

Promotion of the best events

The best projects will be presented in the September's issue of the Kongres Magazine. The awarded projects will additionally get promoted over social networks, e-newsletter, and press releases.

6.

Conventa Best Event Award Brand

The quality label/badge which will provide an easier promotion for the registered organizers. The clients as well will receive the badge/label.

7.

Which events can compete for 2019 Award

All events that has been carried out in the period from 15 July 2018 to 15 July 2019.

8.

How to apply?

The fee for registering one entry to the competition is the same as the registration fee for the Conventa Crossover 2019 conference:

Early registration fee - 195 EUR + 22% V.A.T. – by 30 June 2019

Regular registration fee –250 EUR + 22% VAT – from 1 July 2019.

This includes a registration fee for one person for both days of the event.

First step: Registration

Please use the on-line registration form at www.crossover.si/registration/ (Full package fee) and select the preferred way of payment.

Second step: Submission of materials

When the registration is submitted, you can submit the details about the event and materials.

Deadline for submission of materials is 15 July 2019.

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:

1.

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, which are presented below. The jury choose up to a maximum of five events per category (five B2B and five B2C). All the shortlisted events receive a diploma.

Applications should be submitted by 15th July 2019 at the latest.

2.

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. Presentations will take place in a combination of the Pecha Kucha format and video recordings. Each presentation should be a maximum of 10 minutes.

3.

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.

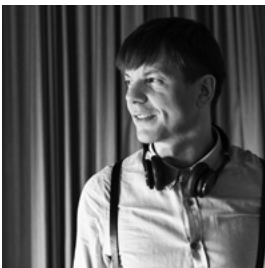
In addition, the jury has the right to award one special recognition.

International jury

All submitted entries will be evaluated by a jury consisting of international experts from the field of event organisation. The jury will initially define a shortlist of events which will be announced on 16th August 2019.

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. Each member also has the right to raise objections and questions, as well as an obligation to explain the scores given when evaluating entries to receive the main award. The work of the jury is planned and monitored by a representative of the organisational board of the Conventa Best Event Award.

The members of the jury for 2019:



Davor Bruketa, Bruketa
& Žinić&Grey



Patrick Delaney, Soolnua



Luca Favetta,
Professional Convention
Management Association



Jose Garcia Aguarod,
Eventoplus



Elling Hamso, Event Roi
Institute



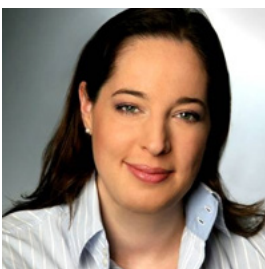
Ivo J. Franschitz, Enited



Kevin Jackson, Livecom
Magazine



Jan-Jaap In der Maur,
Masters of Moderation



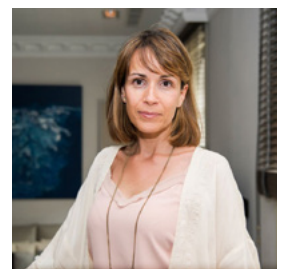
Claudia Kohler, VOK
DAMS



Stefan Kozak, Creative
Pro



Jens Mayer, Jack Morton
Worldwide



Angeles Moreno, MPI
Europe



Christian Mutschelchner,
Vienna Convention
Bureau



Melinda Rebrek, Pirana
Productions

A chairperson and vice-chairperson will be chosen from among all members of the jury, who will have the deciding vote. A deciding vote is used only in cases where the results of the jury's votes are tied.

Members of the jury are excluded from evaluation entries in which they are, or have been, personally involved, or where their companies or agencies are involved.

The jury can decide not to make an award in a certain category if it decides unanimously that entries in an individual category do not meet the standards of the award.

All the interim results of the evaluations of entries, the interim evaluations by individual members of the jury and the content of discussions among members of the jury are confidential. All members of the jury and the representative of the organisational board for the Conventa Best Event Award are committed to secrecy.



Evaluation criteria

The main criteria that will be used for evaluating events are:

1.

Creativity

Evaluating creativity in the approach based on the target group and originality/uniqueness of the concept of the event itself, which opens up new aspects in the organisation of events.

2.

Relevance

How relevant the event is for the target group and what is the achievement of the target group and its involvement in the event.

3.

Innovation

Measuring innovativeness in organisation of events, content, programme design and technical support. Innovations that are new in the region are taken into account.

4.

Execution

The execution of the event from the perspectives of project management, management of personnel, partner relations with the client and logistical execution.

5.

Results of the event

Evaluation of the results in relation to the established targets of the project and the funds invested, and evaluation of the added value (Return on Investment - ROI).

6.

Event communication

What the event contributed to the long-term communication and marketing strategy of the client and the event organisers.

7.

Sustainable policies

Communication and positioning the values and identity of sustainable management and actual implementation of measures at the event.

8.

Legacy

Evaluation of the long-term effects and benefits of all parts of the project and measuring its wider social influence.

9.

Overall final impression of the event

The overall impression: originality, creativity, added value.



MARKETING AUTOMATION
- HOW DOES IT WORK?



CATEGORIES

Awards are divided into three categories:

1. Category B2B

// Best Association Conference, Congress / B2C

Evaluation of the long-term effects and benefits of all parts of the project and measuring its wider social influence.

// Best Trade Show / B2B

A trade show is a form of an exhibition of products and/or services that is aimed at members of specific industries.

// Best Incentive /B2E

Motivational travel is a meeting with the purpose of motivating and rewarding employees for their past work. Exclusive travel is entirely organised and, in the majority of cases, also paid for by the company or organisation.

// Best Product or Service Launch / B2B

Events for launches of new products or services. A typical example is the launch of new cars.

// Best Educational Event / Training / B2B

Educating and training for employees in individual companies, which is intended to promote the development of human resources.

// Best Team Building Event / B2B

Events designed to increase motivation and promote cooperation in a team or company.

2. CATEGORY B2C

// Best Association Conference, Congress / B2C

An interactive meeting for the expert public intended for debates, the exchange of opinions, searching for solutions and consultations. It can take place on a continual basis annually/biennially.

// Best Sports Event / B2C

Sports events that are organised by individual sports associations or private companies and which mainly include amateur participants and the wider public.

// Best Music Event / B2C

Musical entertainment events such as concerts, musicals, music festivals.

// Best Cultural Event / B2C

A public cultural event which includes one of the fields of art and which requires complex preparation and organisation.

// Best Non-profit Event / B2C

Events for non-government and non-profit organisations.

// Best Festivals / B2C

Multi-day events which enable an insight into achievements in particular professional or entertainment fields.

// Best Pop-Up Event / B2C

Spontaneous celebrations, anticipated but unexpected happenings or experiences which ultimately impress audiences and draw new crowds.

// Best Brand Activation / B2C

Event or experience that enables brand to engage directly with consumers and build a loyal brand community around your product or service.

// Best CSR Event / B2C

Sustainable initiative events, educational and training events and any other event that contributes to the improvement of the social, environmental and economic development of local communities and society at large.

3. CATEGORY CROSSOVER

// Crossover event

Open to events demonstrating an original idea that's big and brave for B2B and B2B public.



The winners will receive:

// Registration fee for one person for participation at Conventa Crossover 2020

// The right to use the 'Best Event Award' symbol.

// Conventa Best Event Award statuette

Materials requested to enter the competition

When filing-out the on-line material submission form you will be asked for the following data / materials:

- Title of the project
- Country
- Website
- About the project – description of key objectives, challenges, event results
- Event logo (vector format)
- Photos
 - up to 15 photos
 - min. resolution 1920 x 1080 px / 300 dpi
 - jpeg format
- Video
 - max length 3 minutes
 - min. resolution: 1920 x 1080 px / 720 p
 - mp4 format
 - hosting: YouTube, Vimeo or own website

Description of the achievement of key criteria
(for each field a maximum of 1,000 characters with spaces/160 words)

1. Creativity
2. Relevance
3. Innovation
4. Execution
5. Results of the event
6. Event communication
7. Sustainable policies
8. Legacy

For more information visit: www.crossover.si/best-event-award



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+VAT.

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 **15th July 2018** up to the deadline for the submission of applications of **15th July 2019**.

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 28th and 29st August 2019 in Ljubljana's Cankarjev dom.

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 28th and 29th August in Ljubljana.

For more information visit: www.crossover.si/best-event-award

What does the award bring

1.

The Conventa Best Event Award is a stage on which the best events are presented - those which were also confirmed by an independent jury, and where companies are able to compare their work with others.

2.

After the competition, you will receive the results of the evaluation, which will enable you to further improve and upgrade the event, since the basic mission of the project is the exchange of good practice and knowledge.

3.

All submitted entries will be promoted extensively via all Conventa's communication channels and through Kongres magazine, which, based on reach, is at the top of Europe's professional media.

4.

All finalists will be listed on the micro-portal of the Conventa Best Event Award, which is becoming a reference point of quality projects and a 'manual' of examples of good practice in the field of event organising.

5.

Registration for the event includes a fee for participation at the Conventa Crossover conference, which is the most important annual festival of event organisers in the region, and which will be marked by a diverse and quality programme.

Your event can now be THE event the meetings industry just won't forget!

Meeting planners, don't let your ground breaking events go unnoticed. Get the recognition you long for and deserve. Show you colleagues why you are the best at what you do!



Finalists and Winners of Conventa Best Event Award 2018

Every year Conventa draws attention to excellence in the meetings industry with an award for the best event in 'New Europe'. The intention is to award those events that are not only innovative and creative, but also effective – those that achieve, or even exceed, their long-term communication, marketing, and business aims.

However, this year, the rules of the competition had been thoroughly revised (on the ground of wishes and requirements expressed in a survey taken by Conventa participants through the years). Thus, this year we presented a new model of the competition for the Conventa Best Event Award which was, besides the new rules, also for the first time an integral part of the Conventa Crossover conference instead of the Conventa trade show.

In regards to the model: the new rules included an innovative, and first-time carried out evaluation process that none of the other event competitions has ever done before. The twist was in instead of leaving all of the voting voice to expert jury, we introduced also voting rights for the audience. The votes from the participants at the Conventa Crossover conference accounted for 20% of the overall score, while the votes of preliminary jury voting for 80%.

So, when we had gathered the votes from our expert jury, we got a selection of 17 finalists who later had to present their exciting projects in front of the entire Crossover audience.

The finalists, chosen by our expert jury in the preliminary voting, were:

Finalists for the best B2B event

// CEF Coordinators Meeting

Organizer: CEF - Center of Excellence in Finance

Client: CEF - Center of Excellence in Finance

Date: 9-11 May, 2018

Event type: Educational Event/ Training

// Good Game Zagreb

Organizer: Nikola Stolnik

Client: Good Game Global d.o.o

Date: 18-19 May 2018

Event type: B2B Esports Event

23rd Microsoft NT Conference

Organizer: MPG Plus d.o.o.

Client: Microsoft Slovenia

Date: 22-24 May 2018

Event type: IT and business conference

// Pajama Party

Organizer: Projektil and Imago Ogilvy

Client: miss7

Date: 15 November 2017

Event type: Product or Service Launch

// 25th Anniversary of Porsche Slovenia

Organizer: PM, Poslovni Mediji d.o.o.

Client: Porsche Slovenija d.o.o.

Date: 23 May 2018

Event type: Corporate Anniversary

// The Millenial Scrapbook

Organizer: Projektil and Imago Ogilvy

Client: miss7

Date: 27 March 2018

Event type: Corporate Convention

// Slovenian Incoming Workshop

Organizer: Slovenian Tourist Board

Client: Foreign TO/TA and Slovenian tourism providers

Date: 7-9 June 2018

Event type: B2B

// NLB Business Forum

Organizer: NLB & Grey Ljubljana

Client: NLB

Date: 25 May 2018

Event type: Corporate Convention

// Fotona Underwater Party

Organizer: Agencija Promo d.o.o

Client: Fotona d.o.o.

Date: 25 May 2018

Event type: Gala dinner

Finalists for the best B2C event

// Festival of Lights Zagreb

Organizer: Zagreb Tourist Board
Client: Zagreb Tourist Board
Date: 15-18 March 2018
Event type: Festival

// Air Future

Organizer: Via Media
Client: Bosnia Energy Efficiency Project
Date: 05 March 2017
Event type: Non-profit Event

// Speak Dating: European Day of Languages

Organizer: Komunikacijski laboratorij
Client: European Commission Representation in Croatia
I Directorate General for Translation of the European Commission
Date: 26 September 2017
Event type: non-profit

// Poreč Open Air Festival of Life

Organizer: MPG d.o.o.
Client: Valamar Riviera d.d.
Date: 1 July – 15 September 2018
Event type: Cultural/gastronomical

Finalists for the best B2B & B2C

// Gourmet Cup Ljubljana

Organizer: Jezeršek gostinstvo
Client: Jezeršek gostinstvo
Date: 27-30 January 2018
Event type: CrossoverEvent

// Expedition to Mars

Organizer: M2Communications
Client: Delta Motors Serbia
Date: 28 November 2017
Event type: Conceptual Event

// Bee Initiative

Organizer: Intercontinental Ljubljana
Client: All segments
Date: 19-31 May 2018
Event type: Educational and Interactive series of programs

And the winners of the Conventa Best Event Award 2018 based on the additional 20% votes of the Crossover audience were:

Best B2B event

// 23rd MICROSOFT NT CONFERENCE organised by MPG Plus d.o.o

The biggest Slovenian technological and business conference had between the 22nd and 24th May brought together 2200 attendees to witness over 130 domestic and foreign speakers.

Best B2C event

// FESTIVAL OF LIGHTS ZAGREB organised by Zagreb Tourist Board

A four-day festival brought to life attractive audio-visual installations and projections with a common theme of spring at 19 different locations in Croatia's capital.

Best B2B and B2C event

// EXPEDITION TO MARS organised by M2Communications

A futuristis and a unique conceptual project organised for a launch of a new car model with the goal of providing the experience of exploring the Red Planet.



TOLERANCA

TOLERANCA MARKETING d.o.o.

Štišova 4, 1000 Ljubljana, Slovenia

T: +386 (0)1 430 51 03

E: gorazd.cad@toleranca.eu

www.toleranca.eu