

CONVENTA CROSSOVER

August 28th - 30th
2019

Festival of events and live marketing



100% INTERACTIVE Crossover experience

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

Budgets	↔	Creativity
Innovation	↔	Communication
Engagement	↔	Experience
Little things	↔	Marketing

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

Conventa Crossover WHO IS IT FOR

1. Event organisers /planners
2. Organizers of concerts, festivals
3. Marketing agencies
4. Event venues
5. Meeting destinations
6. Special venues
7. Technical support of events
8. IT and innovation in the event industry
9. Catering
10. Advertising and media services, photo and video production from all over EUROPE

// WEDNESDAY, 28 August 2019

08:30-09:30 **Registration** / Knowledge zone in Klub CD

09:30-10:00 **Warm up session** / Knowledge zone in Klub CD

10:00-10:45 **Crossover talks** / Knowledge zone in Klub CD

Fire talk 1: // **Saša Begović**, Founding partner of 3LHD Architects, Croatia
How does the superior quality of design and architecture affect the performance of hotels and venues - The case study of Monte Mulini Zone in Rovinj.

Fire talk 2: // **Mirna Ptiček**, Art Director at Bruketa & Žinić & Grey, Croatia
What does the integrated collaboration of various creative industries bring - The case study of new Grand Park Hotel Rovinj.

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

Budgets	Innovation	Engagement	Little things
// Stefan Kozak , Creative Pro, Slovakia <i>We, Event Sapiens of 2019</i>	// Claudia Köhler , Vok Dams, Germany <i>How to be an Agile Event Management</i>	// Juup Laarman – de Kanter , Juups, Netherlands <i>Impactful encounter: Engagement & Creativity</i>	// Mariska Kesteloo , Word of MICE, Belgium <i>Influencer marketing is it the right tactic for your destination, hotel or venue</i>

12:00-12:15 **Meet the Speakers** / Knowledge zone in Klub CD

12:15-13:00 **Crossover Let's Talk Future - Agencies** / Knowledge zone in Klub CD

Four provoking speakers from leading agencies:

// **Miro Antić**, M2 Communications, Serbia
// **Jaka Gornik**, FM Agencija, Slovenia
// **Rafaela Rica**, Iceberg Communication, Albania
// **Manuela Šola**, Komunikacijski laboratorij, Croatia

13:00-14:30 **Creative Lunch Break in Open Kitchen Format** / Zen Garden in Kidričev park

14:30-15:10 **Crossover talks** / Festival zone in Štih Hall

Fire talk 3: // **Thiemo Gillisen**, Co-Founder Fifteen Seconds, Austria
From zero to Fifteen Seconds in five years
The story of why and how we built Fifteen Seconds, a global community gathering thinkers, makers and innovators at Europe's leading festival to network, learn and get inspired with 5.000 attendees

15:30-17:30 **Conventa Best Event Award Audition** / Festival zone in Štih Hall

Finalisist Live Presentations in Elevator pitch format
Each finalist will present:

- 120 sec. event video
- 60 sec. event elevator pitch
- Pecha Kucha presentation at finalists stands

17:30-18:00 **Epilogue of the Conventa Best Event Award** / Festival zone in Štih Hall

18:30

Boring Meeting Sucks / Zen Garden in Kidričev park

Music - Art - Innovations in Campfire and Pecha Kucha format

// **Nino Cokan**, Fatburn Events: 3, 2, 1, GO

// **Robert Klun**, Magnet Design: EXPO 2020 – Customer Journey

// **Niko Slavnič**, THE Slovenia: The Slovenia Restaurant Awards: Event for all senses

// **Boštjan Usenik**, Perpetuum Jazzile: Sounds of success

// **Dani Polajnar**, TBA: Group Dynamics: AC/DC of Corporate Events

Music by **Miha Koretič**, guitar & **Aleš Suša**, sax



// THURSDAY, 29 August 2019

- 09:00-09:30** **Registration** / Knowledge zone in Klub CD
- 09.30-10:00** **Warm up session** / Knowledge zone in Klub CD
- 10:00-12:00** **Content journeys** / Outside experience zones

Experience	Communication	Creativity	Marketing
<i>// Angeles Moreno</i> MPI Europe, Spain <i>EMEC20: designing a transformational experience</i>	<i>// Uroš Goričan</i> ArnoldVuga+, Slovenia <i>// Andrej Pompe,</i> Formitas BBDO Pleon, Slovenia <i>Event because of an event is not enough.</i>	<i>// Matej Filipčič,</i> Osum, Slovenia <i>Architecture, theatre, event design</i>	<i>// Ivo Franschitz,</i> Enited, Austria <i>From Story-telling to Story-living</i> <i>// Henrik von Arnold</i> Enited, Austria <i>It's not about shaking hands with clients. It's about holding hands!"</i>
<i>// Andrej Stražisar,</i> Teater d.o.o., Slovenia <i>E=mc² (Event = management x creativity²)</i> <i>Creative solutions that make difference</i>			

- 12:00-12:30** **Content journeys - wrap up** / Knowledge zone in Klub CD

- 12:30-13:15** **Crossover talks** / Knowledge zone in Klub CD

Fire talk 4: *// Kim Myhre*, MCI Experience, United Kingdom
A Human-centric approach to Event Planning
How to move from the the more traditional approach to event planning towards a more attendee-centric, insights-driven and strategic way of planning event experiences

Fire talk 5 : *// Yemi A.D.*, JAD Productions, Czech Republic
Future of creativity
Yemi sets the trends with his team. He will present projects he prepares for the brands like Mercedes-Benz, Google, T-Mobile, as well as events in his own production Teniskology, Ynspirology and Cycles.

- 13:15-14:30** **Creative Lunch Break in Open Kitchen Format** / Zen Garden in Kidričev park

- 14:30 -15:15** **Crossover Let's Talk Future - Clients** / Knowledge zone in Klub CD

Four provoking speakers from leading agencies:

// Bojana Crnadak, CEF SEE, Slovenia
// Alenka Rozman, Heineken, Slovenia
// Lara Vodlan, Microsoft Slovenia, Slovenia

- 15:15-15:30** **Chit-Chat Coffee Bar** / Knowledge zone in Klub CD

- 15:30-16:15** **Crossover talks** / Knowledge zone in Klub CD

Fire talk 6: *// Jeannine Koch*, re:publica, Germany
How conference can turn into inspiring festivals
Look behind the scenes on how re:publica connect people and develop new ideas and different perspectives. Learn about the package full of "E's". and why this is important to event professionals.

Fire talk 7: *// Uršula Cetinski*, Cankarjev dom, Slovenia
Slovenia 2050
In her role as the director general of Cankarjev dom, Uršula has always been closely connected to theatre and festivals in her professional career.
She has a powerful vision, which is changing the perception of the cultural environment in Slovenia.

- 16:15-16:30** **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. 60 pax



// FRIDAY, 30 August 2019

09.30–12.30 Masterclass Workshops

Workshop 1 // Meeting Room M3

// **Juup Laarman – de Kanter,**
Juups, Netherlands
*Engaging introverts in
extravert-ruled meetings*

Workshop 2 // Meeting Room M4

// **Ivo Franschitz,**
Enited, Austria
*Driving a destination: the
key elements for sustainable
destination development*

Workshop 3 // Meeting Room M2

// **Gorazd Čad,**
Toleranca Marketing, Slovenia
*What works in MICE marketing
and why or What can we learn
from 20 good practice cases*



// MEET THE MODERATOR

Samme Allen, a multi-award-winning facilitator and moderator

✎ GORAZD ČAD // 📷 PERSONAL ARCHIVE



Tying the entire Crossover programme together and engaging the participants will be Samme Allen, a multi-award winning in demand professional MC, facilitator and moderator working with a range of audiences and sectors internationally.

She is passionate about gender equality, diversity and wellbeing as drivers of business success. With global experience of working with corporate clients such as pharmaceutical companies, to medical associations, societies and trade shows, Samme works on a diverse range of events around the world with the ability to tackle sensitive topics, manage energetic debates and address cross cultural issues all within pressurized and time sensitive environments. Samme is an active contributor on national television & media around women's health and with natural high energy, positivity and a reputation for getting the best out of people, she is a natural choice for events including sales conferences, annual conventions, strategy sessions and corporate away days.

THE MEMBERS OF THE JURY of Conventa Best Event Award 2019



// **Davor Bruketa,**
Bruketa & Žinić & Grey,
Croatia



// **Patrick Delaney,**
Soolnua,
Ireland



// **Luca Favetta,**
Professional Convention
Management Association,
Italy



// **Jose Garcia Aguarod,**
Eventoplus,
Spain



// **Elling Hamso,**
Event Roi Institute,
Denmark



// **Ivo J. Franschitz,**
Enited,
Austria



// **Kevin Jackson,**
Livecom Magazine,
United Kingdom



// **Jan-Jaap In der Maur,**
Masters of Moderation,
Netherlands



// **Claudia Kohler,**
VOK DAMS,
Germany



// **Stefan Kozak,**
Creative Pro,
Slovakia



// **Jens Mayer,**
Jack Morton Worldwide,
Germany



// **Angeles Moreno,**
MPI Europe,
Spain



// **Christian Mutschelchner,**
Austria



// **Melinda Rebek,**
Pirana Productions,
Slovenia

