CONVENTA BEST EVENT AWARD 2020

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

Ljubljana, CD-Congress Centre
27 – 28 August 2020
18 – 19 January 2021

New award category in 2020
ONLINE EVENTS

www.crossover.si/best-event-award

IMPORTANT DATES & DEADLINES

17 July 2020 - Call for entries – semifinal 1
27 – 28 August 2020 - Conventa Crossover live event and presentation of semifinal 1 finalists
11 December 2020 – Call for entries – semifinal 2
19 January 2021 – presentation of all finalists and voting for the Best Event Award – live event
20 January 2021 – announcement of the winners – live event

You can apply with your project in Semifinal 1 or Semifinal 2:

Semifinal 1: 17 JULY 2020
For projects that were carried from 1st January 2019 to 17 July 2020.
The finalists will be announced at Conventa Crossover

Semifinal 2: 11 DECEMBER 2020
For projects that were carried from 1 January 2020 to 11th December 2020.
The finalists will be announced one day before Conventa 2021 and will go straight into Live Voting.

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

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 January 2021 at CONVENTA in Ljubljana.

Novelties in 2020

As most live events around the world have been cancelled due to COVID-19, we would like to give a chance to those, who plan on carrying out events when restrictions are removed. You can now apply with your project in two separate stages; Semifinal 1 or Semifinal 2.

1. Semifinal 1: 17th JULY 2020
For projects that were carried from 1st January 2019 to 17th July 2020.
The finalists will be announced at Conventa Crossover from 27 – 28 August 2020.

2. Semifinal 2: 11th DECEMBER 2020
For projects that were carried from 1st January 2020 to 11th December 2020.
The finalists will be announced one day before Conventa Trade Show 2021 and will go straight into Live Voting.

Final voting for projects from Semifinal 1 and Semifinal 2 will be carried out live on 19 January 2021. The winners will be announced on 20 January 2021 in Ljubljana during Conventa Trade Show 2021.

Events that have competed for Conventa Best Event Award in previous years, can not compete again.

New Category: ONLINE EVENTS

In addition to the 4 existing categories **B2B**, **B2C**, **CROSSOVER** and **AUDIENCE AWARD**, we are opening a new category for **ONLINE EVENTS**.

In each category three awards will be handed out:
- **GOLD UNICORN**
- **SILVER UNICORN**
- **BRONZE UNICORN**

Additionally, 2 more awards will be presented:

CONVENTA GRAND PRIX for the event with the most points in the competition

AGENCY OF THE YEAR for the agency with the most points in the competition

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!

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 and March 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 2020 Award

Semifinal 1: 17 JULY 2020 - For projects that were carried from **1 January 2019 to 17 July 2020**.
The finalists will be announced at Conventa Crossover
Semifinal 2: 11 DECEMBER 2020 - For projects that were carried from **1 January 2020 to 11 December 2020**.

The finalists will be announced one day before Conventa 2021 and will go straight into Live Voting.

8.

How to apply?

The fee for registering one entry to the competition is the same as the registration fee for the Conventa Crossover 2020 conference:

> **Entry fee: 250 EUR + 22% V.A.T. includes participation in the process of evaluation by the international jury, participation for one person at Conventa Crossover from 27 – 28 August 2020, on 19 January 2021 at the live voting and on 20 January 2020 at the Award Ceremony. Both events will take place at CD-Congress centre in Ljubljana. Additional representatives can register as participants.**

First step: Registration
Please use the on-line registration form at www.crossover.si/registration/ (Best Event Award Entry Fee) and select the preferred way of payment. Registration fee for the semifinal 1 shall be paid by 15 July 2020. Registration fee for semifinal 2 shall be paid by 9 December 2020.

Second step: Submission of materials
When the registration is submitted, you will receive a link to the submission form to enter the details about the event and materials.

Deadline for submission of materials is:
Semifinal 1: 17 JULY 2020 and Semifinal 2: 11 DECEMBER 2020

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 will choose the finalists in two rounds. All of the finalists will present their projects live in CD-Congress Centre Ljubljana on 19 January 2021 from 10:00 to 15:00. All the finalists receive a diploma.
Applications should be submitted by by 17 JULY 2020 for the semifinal 1 and by 11 DECEMBER 2020 for semifinal 2.

2.

Phase 2: Live voting by the audience at Conventa Crossover

At the Conventa 2021 (19 January), finalists will present their events 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 competition will take place on Tuesday, 19 January 2021 before the official start of Conventa Trade Show. The CBEA awards will be handed out at the gala award ceremony attended by all Conventa participants on Wednesday, 20 January 2021 in CD-Congress Centre Ljubljana. There will be 5 award categories.

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 choose the finalists in two rounds and they will be announced on two separate dates:

Finalists for events in 2019/2020 - 18 AUGUST 2020
Finalists for events in 2020 - 18 DECEMBER 2020

The jury consists of 14 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

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
Evalution 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 communciation 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.

Why?

CATEGORIES

Awards are divided into five categories:

1. Category B2B

// Best Corporate Convention / B2B
A meeting of a large number of individuals organised by a company or association with the aim of presenting innovations and acquaintainces. These events are usually invite-only.

// 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.

// Best ceremony / B2B
Opening or closing ceremonies, gala dinners.

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 prepration 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.

4. ONLINE EVENTS

We are opening a new competition category at this year's CBEA, split into the following segments:

// Webinars
A webinar is essentially a web based seminar. It does offer the opportunity for interaction. Attendees can can engage with speakers, presentations and other attendees.

// Online Conferences
A live event or meeting that is done using a virtual platform generally available from one of the virtual event platform companies, custom built or hosted on a virtual world.

// Hybrid Events
A hybrid event involves a mixture of a physical events with elements of a virtual event usually running simultaneously and with overlapping content and interactive elements.

// Webcast
A Webcast is a transmission of an audio or visual or a combination of audio-visual media file either live or on demand over the Internet.

// Online Trade Show
A combination of some of the most successful elements of a live trade show collected and translated into a multimedia file format and broadcasted or transmitted on the Internet.

5. AUDIENCE AWARD

The audience award is based on live voting by the participants of Conventa Crossover. The evaluation follows a unique 80:20 model (80% of the votes come from the expert jury and 20% from the public at the Conventa Crossover conference).

The winners will receive:

// 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

CONVENTA
BEST EVENT AWARDS 2019
Audience Choice
CONVENTA
BEST EVENT AWARDS 2019
The Best B2B/B2C Event of
New Europe

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 + 22% V.A.T.

Q: From which countries can entries be submitted?
Applications are open to all event organisers in the region of 'New Europe' (Central, Eastern and SouthEast Europe).

Q: For which time period can events be registered?
Events that were organised in the period from **1 JANUARY 2019** up to the deadline for the submission of applications of **17 JULY 2020** or from **1 JANUARY 2020** until **11 DECEMBER 2020**.

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 and on Kongres magazine portal www.kongres-magazine.eu.

Q: What does the participation fee include?
The fee for the submission of entries is EUR 250 + 22% V.A.T. and includes participation in the process of evaluation by the international jury, attendance at the Conventa Crossover conference on 27 and 28 August 2020, on 19 January 2021 at the live voting and on 20 January 2020 at the Award Ceremony. All events will take place at CD-Congress centre in Ljubljana.

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 competition will take place on Tuesday, 19 January 2021 before the official start of Conventa Trade Show. The CBEA awards will be handed out at the gala award ceremony attended by all Conventa participants on Wednesday, 20 January 2021 in Cankarjev Dom. There will be 5 award categories.

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.

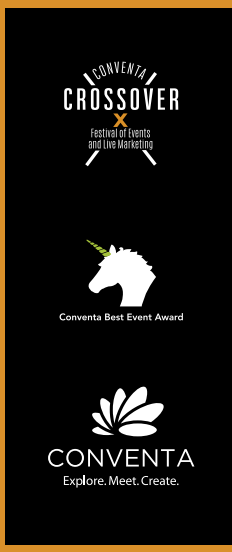
4. All finalists will be listed on the micro-portal of the Conventa Best Event Award, which is becoming a reference point of quality projects and a 'manual' of examples of good practice in the field of event organising.

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.

CONVENTA BEST EVENT AWARD 2019
THE ANNUAL AWARD FOR THE BEST EVENT IN THE REGION OF NEW EUROPE
FINALIST FOR THE YEAR 2019 IN THE CATEGORY
BEST CROSSOVER EVENT
PRESENTED TO
Komunikacijski laboratorij d.o.o., Croatia
FOR THE EVENT
FUTURE TENSE

What happens to creativity as we grow?
creativity

FINALISTS AND WINNERS OF CONVENTA BEST EVENT AWARD



Finalists and Winners of Conventa Best Event Award 2019

After going through a hard evaluation process, being judged by the international expert jury and given live votes from the participants of Conventa Crossover 2019, the winners of Conventa Best Event Award 2019 finally stood on stage.

On 29 August 2019, Cankarjev Dom in Ljubljana turned into a hotspot for events. 20 event planners pitched their amazing events to the audience of Conventa Crossover 2019. The votes from the expert jury combined by the

votes from the audience gave us the final score and the winners were selected.

Without further ado, here are the CBEA 2019 winners:

Best B2B event award

1st place

// This Changes Everything
Date: 29.11.2018
Location: Ljubljana, VIBA studios
Organizer: NEW MOMENT
Client: PHILIP MORRIS LJUBLJANA
Event type: BUSINESS EVENT
Event category: CATEGORY B2B – Best Product or Service Launch

2nd place

// IBA Welcome Party
Date: 7 October 2018
Location: Villa Aldobrandini, Frascati – Rome (Italy)
Organizer: AIM Group International
Client: International Bar Association
Event type: Welcome Dinner and Party
Event category: CATEGORY B2B – Best ceremony

3rd place

// Coca Cola Kick-off & Annual Party
Date: 28.02.2019
Location: Belexpocenter/ Belgrade-Serbia
Organizer: M2Communications
Client: Coca-Cola HBC Serbia
Event type: Conceptual Event/B2B
Event category: CATEGORY B2B – Best Incentive

Best B2C event award

1st place

// Run For The Oceans
Date: 8 June 2019
Location: Prague
Organizer: CREATIVE PRO (CZ) s.r.o.
Client: Adidas
Event type: Brand Activation
Event category: CATEGORY B2C – Best Brand Activation

2nd place

// European Meetings & Events Conference (EMEC) 2019
Date: 9 – 12, February 2019
Location: The Hague, The Netherlands
Organizer: The Netherlands Chapter, Meeting Professionals International
Client: N/A for EMEC19
Event type: Education and networking conference
Event category: B2C – Best Association Conference, Congress

3rd place

// World Tunnel Congress 2019
Date: 3-9 May 2019
Location: Mostra d'Oltremare, Naples (Italy)
Organizer: AIM Group International
Client: SIG (Società Italiana Gallerie) for ITA-AITES (International Tunneling and Underground Space Association)
Event type: Scientific Congress & Exhibition
Event category: CATEGORY B2C – Best Association Conference

Best Crossover event award

1st place

// European Food Summit
Date: 16. – 19. 3 . 2019
Location: Ljubljana & Krvavec, Slovenia
Organizer: JEZERŠEK GOSTINSTVO d.o.o.
Event type: Culinary event
Event category: CATEGORY CROSSOVER

2nd place

// Future Tense
Date: October 1 and 2, 2018
Location: Zagreb (Lauba Gallery – People and Art House)
Organizer: Komunikacijski laboratorij
Client: Komunikacijski laboratorij
Event type: CROSSOVER
Event category: CATEGORY CROSSOVER

3rd place

// Adris 44Cup & Grand Park Hotel Rovinj Gala Opening
Date: 29.05.-02.06.2019
Location: Rovinj, Croatia
Organizer: MAD PROPS
Client: MAISTRA HOSPITALITY GROUP
Event type: CROSSOVER
Event category: CATEGORY CROSSOVER

Audience award

1st place

// Launch of Axe Throwing Europe – Sekiromet®
Date: 15 November 2018
Location: Ljubljana, Kajuhova Ulica 35
Organizer: Escape Room Enigmarium and the Orehov Gaj Group
Client: Axe Throwing Europe – Sekiromet (Institut Proactivita)
Event type: Service Launch, Opening of the new entertainment center
Event category: CATEGORY B2C – Best Brand Activation

2nd place

// Coca Cola Kick-off & Annual Party
Date: 28.02.2019
Location: Belexpocenter/ Belgrade-Serbia
Organizer: M2Communications
Client: Coca-Cola HBC Serbia
Event type: Conceptual Event/B2B
Event category: CATEGORY B2B – Best Incentive

3rd place

// European Food Summit
Date: 16. – 19. 3 . 2019
Location: Ljubljana & Krvavec, Slovenia
Organizer: JEZERŠEK GOSTINSTVO d.o.o.
Event type: Culinary event
Event category: CATEGORY CROSSOVER

Congratulations to all the winners! Winning the Conventa Best Event Award is a big deal and we hope to see even more events applying for the awad next year.

As Angeles Moreno, the Strategic Development Senior Advisor at MPI Europe and a member of the expert jury said; "Without competition, the industry can not progress. Applying your events for awards is an excellent way to showcase what the industry is capable way and a great opportunity to learn from mistakes and see what other people are doing."

THE LIST OF ALL FINALISTS IN 2019

B2B finalists 2019

// This Changes Everything
Date: 29.11.2018
Location: Ljubljana, VIBA studios
Organizer: NEW MOMENT
Client: PHILIP MORRIS LJUBLJANA
Event type: BUSINESS EVENT
Event category: B2B – Best Product or Service Launch

// IBA Welcome Party
Date: 7 October 2018
Location: Villa Aldobrandini, Frascati – Rome (Italy)
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// Coca Cola Kick-off & Annual Party
Date: 28.02.2019
Location: Belexpocenter/ Belgrade-Serbia
Organizer: M2Communications
Client: Coca-Cola HBC Serbia
Event type: Conceptual Event/B2B
Event category: CATEGORY B2B – Best Incentive

// Shaping Memories – The Chedi Luštica Bay Grand Opening
Date: 18.08.2018
Location: Luštica Bay/Montenegro
Organizer: M2Communications
Client: Luštica Bay
Event type: Conceptual Event
Event category: B2B – Best ceremony

// The Citroen Berlingo Saga
Date: 13 September 2018
Location: "Hangar" Marina Portorož
Organizer: Agency PROMO, d.o.o.
Client: Citroen Slovenija
Event type: Product launch
Event category: CATEGORY B2B – Best Product or Service Launch

// 100-Years Of UNIOR (A century of excellence for next Millennium)
Date: 14.6.2019
Location: Hotel Vital, Terme Zreče
Organizer: Agency Novelus d.o.o.
Client: Unior d.d
Event type: Best ceremony / B2B
Event category: CATEGORY B2B – Best ceremony

// SIW 2019 – Slovenian Incoming Workshop
Date: 16-18 May 2019
Location: Terme Olimia, Podčetrtek
Organizer: Slovenian Tourist Board
Event type: B2B Workshop
Event category: CATEGORY B2B – Best Corporate Convention

// Talks inspired by HB Reavis
Date: All year long
Location: London, Berlin, Warsaw, Budapest, Bratislava, Prague
Organizer: CREATIVE PRO BRATISLAVA
Client: HB REAVIS
Event type: CONFERENCE
Event category: CATEGORY B2B – Best Corporate Convention

B2C finalists 2019

// Run For The Oceans
Date: 8 June 2019
Location: Prague
Organizer: CREATIVE PRO (CZ) s.r.o.
Client: Adidas
Event type: Brand Activation
Event category: CATEGORY B2C – Best Brand Activation

// World Tunnel Congress 2019
Date: 3-9 May 2019
Location: Mostra d'Oltremare, Naples (Italy)
Organizer: AIM Group International
Client: SIG (Società Italiana Gallerie) for ITA-AITES (International Tunneling and Underground Space Association)
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// Launch of Axe Throwing Europe – Sekiromet®
Date: 15 November 2018
Location: Ljubljana, Kajuhova Ulica 35
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Client: Axe Throwing Europe – Sekiromet (Institut Proactivita)
Event type: Service Launch, Opening of the new entertainment center
Event category: CATEGORY B2C – Best Brand Activation

// European Meetings & Events Conference (EMEC) 2019
Date: 9 – 12, February 2019
Location: The Hague, The Netherlands
Organizer: The Netherlands Chapter, Meeting Professionals International
Client: N/A for EMEC19
Event type: Education and networking conference
Event category: B2C – Best Association Conference, Congress

// Istra Inspirit
Date: 1.06.2019. – 8.09.2019
Location: Istria County
Organizer: Istrian Tourism Development Agency – IRTA d.o.o.
Client: Istrian Tourism Development Agency – IRTA d.o.o.
Event type: Storytelling experience reviving stories, myths and legends about Istria
Event category: CATEGORY B2C – Best Cultural Event

// Nike Air Max Launch
Date: 10. 04. 2019
Location: Klub K4 Ljubljana
Organizer: FABulatorij d.o.o.
Client: Buzz Sneaker Station
Event type: Product launch
Event category: CATEGORY B2C – Best Brand Activation

CROSSOVER finalists 2019

// European Food Summit
Date: 16. – 19. 3 . 2019
Location: Ljubljana & Krvavec, Slovenia
Organizer: JEZERŠEK GOSTINSTVO d.o.o.
Event type: Culinary event
Event category: CATEGORY CROSSOVER

// Future Tense
Date: October 1 and 2, 2018
Location: Zagreb (Lauba Gallery – People and Art House)
Organizer: Komunikacijski laboratorij
Client: Komunikacijski laboratorij
Event type: CROSSOVER
Event category: CATEGORY CROSSOVER

// Adris 44Cup & Grand Park Hotel Rovinj Gala Opening
Date: 29.05.-02.06.2019
Location: Rovinj, Croatia
Organizer: MAD PROPS
Client: MAISTRA HOSPITALITY GROUP
Event type: CROSSOVER
Event category: CATEGORY CROSSOVER

// World of Synergy: Inclusive Leadership
Date: 14. 3. – 16. 3. 2019
Location: Terme Olimia, Slovenia
Organizer: Eventnika d. o. o.
Event type: Experiential Conference
Event category: CATEGORY CROSSOVER

// FutureNow
Date: 24 October 2018
Location: Bratislava
Organizer: CREATIVE PRO a.s.
Client: FutureNow
Event type: CROSSOVER EVENT
Event category: CATEGORY CROSSOVER

// Western Balkans Digital Summit
Date: 4/5.04.2019
Location: Palace of Serbia
Organizer: M2Communications
Client: Government of Serbia
Event type: Conceptual Event
Event category: CATEGORY CROSSOVER

Finalists and Winners of Conventa Best Event Award 2018

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 Commision 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
Eventtype: CrossoverEvent

// Expedition to Mars
Organizer: M2Communications
Client: Delta Motors Serbia
Date: 28 November 2017
Eventtype: 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.

Conventa Crossover Meet Busters

Meet busters
POWER TO THE MEETINGS

M **Meetings should follow a classic structure to be effective.**

A Creative, unexpected formats that shock and delight the participants and use experiential learning are most effective.

Meet busters
POWER TO THE MEETINGS

M **Participants get the most out of a meeting when they quietly listen to presentations and make notes.**

A Participants should be guided through the experience using a range of methods and techniques to motivate them and encourage them to participate.

Meet busters
POWER TO THE MEETINGS

M **PowerPoint can be a substitute for an engaging message.**

A It is content that also touches the heart and is as personal as possible and written on the skin of the participants that makes an impression.

Meet busters
POWER TO THE MEETINGS

M **Participants take away the most from a lecture when visual aids and repetition are used.**

A We learn the most when we do it ourselves, active involvement and experiential learning are the most beneficial tools.

Meet busters
POWER TO THE MEETINGS

M **Simple, ordinary venues are best for stimulating learning.**

A A secret or exclusive space is generally rewarded with enthusiasm; it stimulates socializing and creates the dynamics of the event.

Meet busters
POWER TO THE MEETINGS

M **Music during events mostly distracts participants and should be used sparingly.**

A Music is an important part of events as it dictates the rhythm and creates harmony.

Meet busters

POWER TO THE MEETINGS

M **A classic concert hall venue setup encourages a socializing atmosphere.**

A A hall with functional furniture, which easily transforms into a creative living room provides a socializing atmosphere, which encourages knowledge exchange and idea generation.

Meet busters

POWER TO THE MEETINGS

M **Participants are most focused and retain the most knowledge when a one-way information flow is established.**

A Participants are best activated through group work, which links them to the knowledge testing value.

Meet busters

POWER TO THE MEETINGS

M **Tried and true presentation formats breed confidence and trust, while triggering the new ideas.**

A Novel formats and presentation styles, such as Pecha Kucha, Elevator Pitch and Live Polls excite the participants and spark creativity.

Meet busters

POWER TO THE MEETINGS

M **Food at events must only fulfil its primary purpose of feeding hungry participants.**

A Food should be a source of inspiration and health that allows participants to recharge with positive energy.

Meet busters

POWER TO THE MEETINGS

M **Flashy presentations are what makes a meeting interesting.**

A Engaging the participants throughout the presentation makes them think and remember more, while leaving a lasting impression.

Meet busters

POWER TO THE MEETINGS

M **The best speakers hold a presentation on their own, without asking the audience too many questions.**

A Involving the participants in the co-creation of the content of the event takes learning to the next level and makes a lasting impression.

Meet busters

POWER TO THE MEETINGS

M **Conventional meeting surroundings are best to help participants focus.**

A Special venues spark the debate among participants and instantly improve overall communication.

Meet busters

POWER TO THE MEETINGS

M **A meeting should be ambidextrous and focused on a single topic to be successful.**

A Interdisciplinary meetings can lead to new discoveries and formats and therefore provide unbelievable results.

Meet busters

POWER TO THE MEETINGS

M **Classic event setups generally succeed in promoting themselves without excessive help from the participants.**

A Creating fandom during the event is crucial for success, as it fosters a feeling of belonging and camaraderie among the enthusiasts, who then drive the project forward.

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Conventa Best Event Award

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