



# CONVENTA CROSSOVER 2020

THE CENTRE STAGE FOR LEADING EXPERTS IN LIVE MARKETING AND EVENT ORGANISATION

Ljubljana, 27-28 August 2020

The 5th edition of Conventa Crossover will be taking place in hybrid form, more innovative and daring than ever. A good practice case that will empower colleagues and instil optimism for the future.

Conventa Crossover, the centre stage for leading experts in live marketing and event organisation will be taking place from 27 to 28 August in Cankarjev dom, Ljubljana, as well as virtually on a new online platform. Joining the event are **event managers, creative heads, marketing experts, experts in event organisation, providers of meetings services, experts from companies, agencies, associations, tourist destinations, hotels, special venues**, and everyone else closely related to the event and marketing scene.

The goal of Conventa Crossover is to find answers and solutions for the survival of the meetings industry through the opinions of international experts and a community of creatives that will come together at the end of August. Events have the power to change the course of history and have a permanent impact on attendees as individuals. Events can only be impactful if they are strategically prepared, carried out with clear, measurable goals and bring good ROI. Conventa Crossover attendees will find answers to just that; **how to carry out events that satisfy the physical, social and holistic needs of participants after and during COVID-19**. Crossover will become a good practice case that will empower colleagues and instil optimism for the future. It will pave the way for post-coronavirus events and show the beauty, efficiency and power of LIVE events.

**The organisers aim to provide the same innovative and daring programme to both live and online attendees, who will experience Slovenian originality, energy flow and many surprises along the way.** Conventa Crossover has teamed up with FM marketing agency and a live streaming provider vŽIVO.si to bring attendees an effective and connecting online event solution. The best spices for successful events are creativity and innovation, which will also be the red threads of this year's conference. **The program will be dedicated to innovation in the meetings industry and all forms of online events, which will be presented by lecturers through good practice cases from the past 6 months.**

## Conventa Best Event Award

The [Conventa Best Event Award](#) competition for the best event in the region will remain the focal point of the event. The competition has been restructured, with more event categories (online events can compete for the first time) and easier application conditions. This year it will take place in two parts; semifinal 1 and semifinal 2. On 27 August we will already be able to see the works from the first semifinal. Finalists from both semifinals will come together at Conventa Trade Show 2021, where the Oscars of the event industry will be handed out.

*“Conventa Crossover is a flexible and creative community that paves the way for pre and post-coronavirus events with its innovative format. The Conventa Crossover motto stays the same; life is too short to waste time at boring events. As organising events was banned across the world for the past six months, we were faced with a big challenge. How do we help our attendees adapt their business models, marketing strategies and events to the new situation? EASY! Invite more than 30 experts, who have already done it. Welcome to Conventa Crossover which inspires and creates ideas and conditions not only for ROI (return of investment - return on investment in events) but also ROR (return of relationship - making relationships at events)”*

**Gorazd Čad, the heart and engine of Conventa Crossover**  
(available for longer statement or interview).

The venue CD-Congress Centre and the organizers of Conventa Crossover Toleranca Marketing have both received the Safe & Healthy Meetings certification from the Slovenian Convention Bureau, ensuring health and safety will be on an extremely high level.

## Programme highlights

Conventa Crossover will be hosting CEO's of some of the largest international event agencies. Attendees will listen to Jens Oliver Mayer from the German subsidiary of Jack Morton and Zsófia Dobos from Hungarian Bo Live branding agency. Joining the conference is Stephanie Dubois, the organiser of SAPPHIRE NOW, who will explain how multi national corporations take on event organisation in these new conditions. A very interesting lecture will be held by Dr Barbara Neuhofer, an expert in experience design, where attendees will learn how to use experience design as a philosophy, mindset and toolset. Two exciting panel discussions with esteemed speakers, who will discuss the future of events and how to restart destination marketing will also take place. Explaining how Germany adapted to the new post-corona crisis situation will be Matthias Schultze, Managing Director of the German Convention Bureau. For attendees joining live, the organisers are also preparing 4 really interesting workshops on FRIDAY, 28 August 2020.

Full programme available on [www.crossover.si/programme/](http://www.crossover.si/programme/).

**Contact for media representatives:** for accreditation, more information and interviews scheduling



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## Project partners:

