

THURSDAY, August 27, 2020 / EARLY MORNING SESSIONS // CD-Congress Centre

09.00 – 09:10 OUVERTURE

Warm up session with Crossover Moderators:
Mojca Černelč Koprivnikar and Gorazd Čad

09:10-10:00 CROSSOVER TALKS - Clients

Fire Talk 1: **Stephanie Dubois, SAP**
SAPPHIRE NOW - THE STORY IS THE DRIVE

Fire Talk 2: **Colja M. Dams, VOK DAMS**
FROM VIRTUAL EVENTS TO HYBRID EVENTS

10:00-10:15 Crossover Let's talk Future ONLINE vs LIVE

Ignite session: **Boris Kovaček, Pepermint**
WE HAD TO CHANGE IN ORDER TO STAY ALIVE

10:15-10:50 Crossover Let's talk Future ONLINE vs LIVE

TV Panel with five provoking speakers and questions no one ever asks
Ivo Franschitz, Enited
Juraj Holub, Slido
Janez Kopač Lebar, MPG / NT Remote
Pedja Marković, M2Communications
Matej Rus, Venture Factory / Podim DX

10:50-11:15 NETWORKING 1: Chit-Chat Coffee Bar

Meet Smarter - Have a coffee with someone you don't know

10:50-11:15 MEET OLD FRIENDS

On-demand lecture for online participants:
Angeles Moreno, The Creative Dots
THE TIME IS NOW

Online

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11:15 - 12:00 CONTENT JOURNEY LEGENDS

Dr. Barbara Neuhofer, Salzburg University of Applied Sciences
THE FUTURE OF EXPERIENCE DESIGN FOR THE EVENTS INDUSTRY

Mladen Ljubišič, CEO of TRASOL Creative Travel Solutions
VIRTUAL REALITY: NEW REALITY FOR EVENTS INDUSTRY?

12:00 - 12:40

FACE2FACE - 1

ASSOCIATION EVENTS

**Jan Oršič, Ljubljana
Tourism / Convention
Bureau**
vs
**Sabina Otoničar,
University of Ljubljana**

FACE 2FACE - 2

ONLINE EVENTS

**Janez Kopač Lebar,
MPG Plus d.o.o.**
vs
**Lara Vodlan,
Microsoft Slovenia**

FACE 2FACE - 3

CORPORATE EVENTS

**Boštjan Prijanović,
New Moment**
vs
Client

FACE 2FACE -4

INCENTIVE EVENTS

**Boštjan Horjak,
Liberty Adriatic**
vs
Client

12:40 – 13:00 POST CORONA ELEVATOR PITCH

Creation of innovative elevator pitch

13:00-14:00 NETWORKING 2: Lunch Break**13:00 – 14:00 MEET OLD FRIENDS**

On-demand lecture for online participants:
Mariska Kesteloo, Founder Word of MICE
INFLUENCER MARKETING

Online

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14:00 – 14:10 Presentation of Friday's workshops

Martina Merslavić, Ivo Franschitz, Jaka Gornik, Gorazd Čad

14:10 - 15:15 CROSSOVER TALKS - Agencies

Fire Talk 3: **Jens Oliver Mayer, Jack Morton International**
HOW TECH, UX AND DATA WILL DRIVE CREATIVITY

Fire Talk 4: **Zsófia Dobos, bo Live Branding Agency**
MY FUTURE IS LIVE

Fire Talk 5: **Martin Rauam, JOLOS**
ONLIVE BY JOLOS

15:15 - 15:35 CONVENTA BEST EVENT AWARD FINALISTS

Presentation of finalists from SEMIFINAL 1
 Short Video Presentations of events from Semifinal 1



Conventa Best Event Award

15:35-16:00 NETWORKING 3: Chit-Chat Coffee Bar

IN BED WITH STORY TELLERS
 Meet Smarter - Ask me anything

15:35 – 16:00 MEET OLD FRIENDS

On-demand lecture for online participants:
Patrick Roubroeks, Founder, Creative director of XSAGA

Online

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16:00 - 16:45 CROSSOVER TALKS - Destinations

Fire Talk 6: **Matthias Schultze, German Convention Bureau**
WHAT'S NEXT IN THE CONSTANTLY CHANGING BUSINESS EVENTS INDUSTRY?

Fire Talk 7: **Ivo J. Franschitz, Enited**
ARE YOU SMART (ENOUGH) FOR THE FUTURE?

16:45 -17:15 Crossover Let's talk Future RESTART OF DESTINATION MARKETING

TV Panel with four provoking speakers and questions no one ever asks

Moderator: **Ivo J. Franschitz, Enited**

Teodora Jilkova, Bulgaria CVB

Miha Kovačič, Slovenian CVB

Gernot Marx, Salzburg CVB

Petra Stušek, Ljubljana Tourism

Romana Vlašić, Dubrovnik CVB

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17:15 – 17:25 Presentation of content bars

17:25 - 17:40 CROSSOVER OUT OF THE BOX

Rok Golob, composer, producer, conductor and multi-instrumentalist

UNIVERSAL LANGUAGE OF MUSIC AND EVENTS

17:40 - 18:30 INTERACTIVE CONTENT BARS IN SECRET GARDEN

Žiga Novak, Walnut grove group

Niko Slavnič, The Slovenia

18:30 Music - Art - Innovations BORING MEETING SUCKS

FRIDAY, August 28, 2020**/ MORNING SESSIONS // HOTEL SLON**

10:00 - 13:00

WORKSHOP 1

*OWN THE ROOM:
Winning the attention
of your audience*

**Martina Merslavič,
Own the Room**

WORKSHOP 2

*Experience Design
Workshop*

**Jaka Gornik, FM
Agency**

WORKSHOP 3

*How to create an
authentic
"ONLIVE" experience?*

**27Names Live
Communication
Network**

WORKSHOP 4

*Future trends in
events industry based
on research during
the corona crisis*

**Gorazd Čad,
Toleranca 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

