



AC ⚡ BC

THE MEETINGS INDUSTRY

AFTER CORONA / BEFORE CORONA

Preliminary Programme 2021

Join us August 26 - 27, 2021 // For more info visit www.crossover.si

// THURSDAY, August 26, 2021

17:00 – 17:30 **CROSSOVER FIRE TALK**
Fire Talk and Debrief AC/BC

PRESENTATION AND PUBLIC VOTING OF THE BEST EVENT AWARD FINALISTS
with exhibitors & hosted buyers from Conventa

17:30 – 18:30 **CONVENTA BEST EVENT AWARD AUDITION**
Live Presentations of Finalists in Elevator pitch format (Content Bars)

18:30 – 19:00 **EPILOGUE OF THE CONVENTA BEST EVENT AWARD**
Live and online voting powered by Slido

// FRIDAY, August 27, 2021

08:00 – 09:00 **WELCOME & NETWORKING**

09:00 **OVERTURE WITH INDUSTRY WRAP-UP**
Insights and Innovations BC/AC

09:10 – 09:15 **CROSSOVER TALKS – INTRODUCTION**
How to be SMART for the future

09:15 – 10:00 **CROSSOVER TALKS – THINK GLOBALLY**
Let's talk about being SMART with the voices of CORPORATIONS
3 Fire Talks moderated by Ivo Franschitz

10:00 – 10:45 **CROSSOVER TALKS – THINK GLOBALLY**
Let's talk about being SMART with the voices of AGENCIES
3 Fire Talks moderated by Ivo Franschitz

10:45 – 11:15 **NETWORKING 1: Chit-Chat Coffee Bar / Technology Park**
Meet Smarter - Have a coffee with someone you don't know

11:15 – 12:00 **CROSSOVER TALKS – THINK GLOBALLY**
Let's talk about being SMART with the voices of DESTINATIONS
3 Fire Talks moderated by Ivo Franschitz

12:00 – 13:00 **TRANSFORMATION**

**HYBRID CONTENT
JOURNEY 1**
// Trust

**HYBRID CONTENT
JOURNEY 2**
// Design

**HYBRID CONTENT
JOURNEY 3**
// Experience

13:00 – 14:00 **NETWORKING 2: Creative Lunch Break**
in Open Kitchen Format

14:00 – 14:45 **CROSSOVER TALKS - ACT REGIONALLY**
Fire Talks

14:45 – 15:00 **NETWORKING 3: Chit-Chat Coffee Bar / Technology Park**
Meet Smarter - Ask me anything

15:00 – 15:30 **CROSSOVER TALKS – How to make events better**

15:30 – 16:15 **CROSSOVER LET'S TALK: How to make events better and greener**
TV Panel with four provoking speakers and questions no one ever asks

16:15 – 16:45 **NETWORKING 4: Chit-Chat Coffee Bar**
Meet Smarter - Ask me anything

16:45 – 18:00 **CROSSOVER BOOTCAMP FOR RE-START**
Questions you always wanted to ask?

Bootcamp 1: Event marketing
Bootcamp 2: Event design
Bootcamp 3: Event ROI
Bootcamp 4: Event management

18:00 – 18:30 **CONVENTA BEST EVENT AWARD**
Grand Finale 2021



18:30 **Music - Art - Innovations BORING MEETING SUCKS**
Campfire in Zen Garden

// Main Crossover formats

// Crossover Talks (Keynotes)

Length of the keynote: 18 minutes
Discussion: 5 minutes
Language: English

// Interactive Content Bars

Length of one ignite session: 5 minutes
Length of the entire format: 60 minutes
Discussion: 10 minutes
Language: English

// Meet the Speakers

Length of the section: 15 minutes
After the finished lectures, the speakers will be able to answer some questions from the participants. The discussion will be lead by the moderator.

// Content Journeys

Length of the presentation: 18 minutes
Discussion: 15 minutes
Language: English

// Boring Meetings Sucks (Music-Art-Innovations)

Length of the format: 6,6 minutes
Discussion: 15 minutes (or more)
Language: English

// Crossover "Let's Talk Future" (Panel Discussion)

Length of the format: 5 minutes for each panelist
Discussion: depends on the time we will have left
Language: English

// Crossover Bootcamp

Length of the format: 90 minut (hands-on experience)
Language: English
This format will transform everything that will be said during the two days into practical tips for the period after the corona crisis.

// Time for relaxation and networking

// Chit-Chat Coffee Bar

Coffee, refreshing drinks and snacks will be available throughout the event.

// Crossover Zen Garden

We will create a zen garden, where you will be able to escape the summer heat or simply enjoy the romanticism of it all

