



AC ⚡ BC

THE MEETINGS INDUSTRY

AFTER CORONA / BEFORE CORONA

Final Programme 2021

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

// THURSDAY, August 26, 2021

Venue: GR-Ljubljana Exhibition and Convention Centre

17:00 – 17:30 CROSSOVER FIRE TALK

Ulrike TONDORF, Head of Brand Activation & Engagement at Bayer
Rethinking Brand Activation - How to Cultivate a Culture of Innovation in an Organization!

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 – THE MORNING SHOW

Venue: Švicarija (Tivoli Park)

08:00 – 09:00 WELCOME & NETWORKING

09:00 – 09:10 OVERTURE WITH INDUSTRY WRAP-UP

Insights and Innovations BC/AC by **Gorazd ČAD**, Conventa Co-Founder

09:10 – 09:15 CROSSOVER TALKS – INTRODUCTION

How to be SMART for the future by **Ivo FRANSCHITZ**, Enited

CROSSOVER TALKS – THINK GLOBALLY

Let's talk about being SMART with the voices of CORPORATIONS moderated by **Ivo Franschitz**

09:15 – 09:35 Maarten SCHRAM, Managing Director of LiveCom Alliance

From impact, through resilience to the renewed future of face-to-face communication

09:35 – 09:55 Dana BARAĆ, Event Manager at Rimac Automobili d.o.o.

My amazing journey - organising events for Rimac Automobili

09:55 – 10:15 Tony E. KULA, Founder and CEO of meetyoo conferencing

Hybrid events are like teenage sex - Doing it since 25 years - my perception on the "hot topic" of the industry

10:15 – 10:20 Take a STRETCH break

CROSSOVER TALKS – THINK GLOBALLY

Let's talk about being SMART with the voices of AGENCIES moderated by **Ivo Franschitz**

10:20 – 10:40 Colja DAMS, CEO of VOK DAMS worldwide

The Future of Hybrid Events – Brand Experience Hubs

10:40 – 11:00 Miriam PREISSINGER, Creative Director at Cheil Germany

Let's get phygital: Bridging the divide between the physical and digital world

11:00 – 11:20 Jens Oliver MAYER, Managing Director of Jack Morton Worldwide

Jack Morton's take on how experiences have changed with Covid

11:20 - 11:45 NETWORKING 1: Chit-Chat Coffee Bar // Švicarija Zen Garden

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

AC/BC LEGENDS

AC/BC as seen by Crossover legends moderated by **Gorazd Čad**

11:45 – 12:15

Kim MYHRE, Founder and Managing Partner of Experience Designed
There's no going back. Transforming brand experiences through innovation

LJUBLJANA TALKS

The legendary chit chat on the destinations of the future moderated by **Jan Oršič** and **Gorazd Čad**
Also available at Clubhouse

12:15 – 13:00

Guests:
Miha KOVAČIČ, Slovenian Convention Bureau
Miloš MILOVANOVIĆ, Gaining Edge
Henrik von ARNOLD, Enited

13:00-14:00

NETWORKING 3: Creative Lunch Break in Open Kitchen Format

// FRIDAY, August 27, 2021 – THE AFTERNOON SHOW

Venue: Švicarija (Tivoli Park)

14:00 – 14:45

TRANSFORMATION

HYBRID CONTENT JOURNEY 1: TRUST

Tanja BOŽIČ, Managing Director at Razlika

High-trust strategy: How to achieve a high level of customer trust and strong performance

HYBRID CONTENT JOURNEY 2: DESIGN

Angeles MORENO, Founder of the Creative Dots

Data-driven corporate event strategy, human behavior prediction and ROI

14:45 – 15:00

NETWORKING 4: Chit-Chat Coffee Bar // Švicarija Zen Garden

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

CROSSOVER TALKS – ACT REGIONALLY, Baltic Tigers

Let's talk about being SMART with the voices of regional champions moderated by **Gorazd Čad**

15:00 – 15:20

Inese LUKAŠEVSKA, Founder of Luka Agency
The Key to Success is Always Courage!

15:20 – 15:40

Gundega SKUDRIŅA, Skudras Metropole; **Mārcis ZIEMIŅŠ**, Don't Panic Design
Creative and innovative solutions, new formats for events in the events industry, and benefits from the pandemic in the creative sector

CROSSOVER YOUNG TALENTS - "Let's Talk Future"

15:40 – 16:00

Anamarija ŽUNIČ ŠIŠKO, Member of organizing team at TEDxLjubljana
Craving for connection

Anja ŽAGAR HROVATIN, Public Relations Executive at LocalsFromZero
Think globally, act locally

16:00 – 16:15

NETWORKING 5: Chit-Chat Coffee Bar
Meet Smarter - Ask me anything

Crossover Let's talk: How to make events better and greener

16:15 - 16:20

Intro by Crossover Moderator presenting the co-speakers

16:20 – 16:30

Anja REBEK, Senior Event Manager and Consultant at Fabulatorij

16:30 – 16:37

Lea KOSOVIC, LOL Event Management
Catch me if you can!

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| 16:37 – 16:44 | Nika MOČNIK , Eventnika <i>Don't listen to your clients!</i> |
| 16:44 – 16:50 | Jaka GORNIK , FM Marketing <i>How to bounce back up from a standstill</i> |
| 16:50 – 17:10 | Moderated panel discussion with final poll on the future of the meetings industry |
| 17:15- 18:00 | CROSSOVER BOOTCAMP FOR RE-START Questions you always wanted to ask? Bootcamp 1: How to create Corporate event strategy by Angeles MORENO Bootcamp 2: How to organize meetings that Rock by Gorazd ČAD Bootcamp 3: How to be smart for the future by Ivo FRANSCHITZ |

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



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

// 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

// Who is it for

1. Event organisers / meeting planners
2. Marketing agencies
3. Event venues
4. Meeting destinations
5. Special venues

from all over NEW EUROPE

// 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

