



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 – 15:50 **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 - 16:30 **Intro by Crossover Moderator presenting the co-speakers and Crossover**
interview with **Peter GRK**, Secretary General of the Bled Strategic Forum

16:30 – 16:37 **Anja REBEK**, Senior Event Manager and Consultant at Fabulatorij

16:37 – 16:44 **Lea KOSOVIC**, LOL Event Management
Catch me if you can!

- 16:44 – 16:50** Nika MOČNIK, Eventnika
Don't listen to your clients!
- 16:50 – 17:00** Jaka GORNIK, FM Marketing
How to bounce back up from a standstill
- 17:00 – 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

