



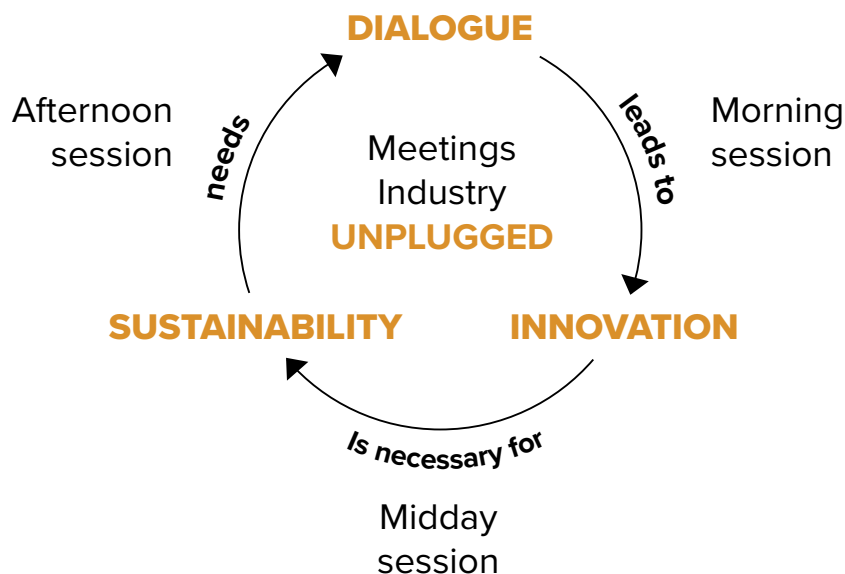
MEETINGS INDUSTRY UNPLUGGED



Everything you always wanted to ask about
the meetings industry (but were afraid to ask).

Preliminary Programme 2022

// Crossover Circular Topics



Unplugged **DIALOGUE**

Events foster interdisciplinary, intergenerational, and intercultural dialogue. They play a pivotal role in solving ongoing social problems. This session will discuss how dialogue at events will change and what role algorithms will play. Can artificial intelligence replace an event's moderator, create the content? This session will offer insight into why respect towards event participants and their needs is the key to successful events and human-centric experiences.

Unplugged **INNOVATION**

The coronavirus hit us like a meteorite and forced us out of our comfort zone. In two years, our industry has made a quantum leap in digitalisation. We have become a high-tech industry. This segment will uncover extraordinary innovations in the industry and explain why we must start thinking like start-up companies.

Unplugged **SUSTAINABILITY**

We will try to find an answer to the question: how to organise events future generations will be proud of? We will shine a light on greenwashing and compare different opinions on our responsibility to organise balanced future events with a low carbon footprint.

// What to expect

Conventa Crossover will be a creative safe haven that will UNPLUG you from the noise of daily life. This year, we will come together in a 100% LIVE environment to interact, have a dialogue, engage, and co-create the future of the meetings industry. The 7th edition of the conference will provide a space for open discussion on sustainability, innovation, and the future of events & marketing. It will also provide a platform for showcasing the best events in Europe. We stand firm in our belief that life is too short to spend time at boring events.

// Crossover Icons

Industry experts, who've helped write the Conventa Crossover story will be joining us in Ljubljana, Slovenia. You will have the chance to meet them personally, connect with them and ask any questions that will spring to mind.

// THURSDAY, August 25, 2022

Speakers will be announced in May 2022

The Thursday programme is scheduled in a way that will enable interaction with the participants of Conventa Trade Show 2022.

13:00 – 13:15 **DEBRIEF 2021**
Presentation of Conventa Best Award Winners in 2021

13:15 – 14:30 **CONVENTA BEST EVENT AWARD AUDITION**
Finalists Live Presentations in Elevator pitch format

Each finalist will present:

- 120 sec. event video
- 60 sec. event elevator pitch
- Pecha Kucha presentation at the finalists stands

14:30 – 15:00 **EPILOGUE OF THE CONVENTA BEST EVENT AWARD**
Live and online voting powered by Slido

// FRIDAY, August 26, 2022

09:00 **SUMMER REFRESH**
Out of the comfort zone

09:15 – 10:45 **Morning session: UNPLUGGED DIALOGUE**

09:15 – 09:40 **CENTRE STAGE: UNPLUGGED DIALOGUE**
Fire Talk 1

Format Crossover Talk / 18 minutes + discussion

09:40 – 10:00 **CROSSOVER AGORA: DIALOGUE**
Meet Smarter with Crossover Icons - Ask me anything

Format Crossover Agora / safe space for 20 minutes

10:00 – 10:10 **MEET BUSTERS**
Buster 1

Format Meet Busters / 10-minute talk

10:10 – 10:20 **MEET BUSTERS**
Buster 2

Format Meet Busters / 10-minute talk

10:20 – 10:30 **MEET BUSTERS**
Buster 3

Format Meet Busters / 10-minute talk

10:40 – 11:00 **ROUNDAABOUT**
Meet Buster 1

*Format: Roundabout /
3 x 5 minutes*

ROUNDAABOUT
Meet Buster 2

*Format: Roundabout /
3 x 5 minutes*

ROUNDAABOUT
Meet Buster 3

*Format: Roundabout /
3 x 5 minutes*

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

11:15 – 12:45 **Midday session: UNPLUGGED INNOVATION**

11:15 – 11:40 **CENTRE STAGE: UNPLUGGED INNOVATION**
Fire Talk 2
Format Crossover Talk / 18 minutes + discussion

11:40 – 12:00 **CROSSOVER AGORA: INNOVATION**
Meet Smarter with Crossover Icons - Ask me anything
Format Crossover Agora / safe space for 20 minutes

12:00 – 12:10 **MEET BUSTERS**
Buster 4
Format Meet Busters / 10-minute talk

12:10 – 12:20 **MEET BUSTERS**
Buster 5
Format Meet Busters / 10-minute talk

12:20 – 12:30 **MEET BUSTERS**
Buster 6
Format Meet Busters / 10-minute talk

12:30 – 12:45	ROUNDABOUT Meet Buster 4 <i>Format: Roundabout / 3 x 5 minutes</i>	ROUNDABOUT Meet Buster 5 <i>Format: Roundabout / 3 x 5 minutes</i>	ROUNDABOUT Meet Buster 6 <i>Format: Roundabout / 3 x 5 minutes</i>
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12:45 – 14:00 **NETWORKING 2: Creative Lunch Break**
Format: Open Kitchen

14:00 – 15:00 **Ljubljana Talks 2022: METAVERSE UNPLUGGED**
The conversation will delve into the question: what are your thoughts on events in the metaverse?

TV Panel with four provoking speakers and questions no one ever asks
Panellist 1
Panellist 2
Panellist 3
Panellist 4

Format: Ljubljana Talks

15:00 – 16:45 **Afternoon session: UNPLUGGED SUSTAINABILITY**

15:00 – 15:40 **CENTRE STAGE: UNPLUGGED SUSTAINABILITY**
Fire Talk 3
Format Crossover Talk / 18 minutes + discussion

15:40 – 16:00 **CROSSOVER AGORA:**
Meet Smarter with Crossover Icons - Ask me anything
Format Crossover Agora / safe space for 20 minutes

16:00 – 16:10 **MEET BUSTERS**
Buster 7
Format Meet Busters / 10-minute talk

16:10 – 16:20 **MEET BUSTERS**
Buster 8
Format Meet Busters / 10-minute talk

16:20 – 16:20 **MEET BUSTERS**
Buster 9

Format Meet Busters / 10-minute talk

16:30 – 16:45 **ROUNDAABOUT**
Meet Buster 7

*Format: Roundabout /
3 x 5 minutes*

ROUNDAABOUT
Meet Buster 8

*Format: Roundabout /
3 x 5 minutes*

ROUNDAABOUT
Meet Buster 9

*Format: Roundabout /
3 x 5 minutes*

16:45 – 17:15 **NETWORKING 4: Chit-Chat Coffee Bar**
Meet the speakers - Have a coffee with someone you don't know

17:15 – 18:00 **CONVENTA BEST EVENT AWARD**
Grand Finale

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

// SATURDAY, August 27, 2022

09:00 – 13:00 **CONVENTA ACADEMY BOOTCAMP**
Bootcamp Power to the meetings
Bootcamp Power to the destinations



// Crossover formats 2022

// Crossover Talks (Keynotes)

Length: 18 minutes

Tool: TEDx talk

Discussion: 5-7 minutes

Language: English

The presentations are limited to 18 minutes and aim to be highly innovative, engaging and eye-catching for the attendees. After each presentation, a short discussion will take place.

// Crossover Agora

Length: 20 minutes

Tool: Safe Space/Open Space

Language: English

The Agora is a safe place where everyone feels comfortable, ready to express their opinions and share suggestions. It will be led by the moderator according to the Safe Space/Open Space model, in cooperation with Crossover Icons.

// Crossover Meet Busters

Length: 10 minutes

Tool: Ignite talk (1 slide/1 minute)

Discussion: 5 minutes

Language: English

Meet Busters is a dynamic format limited to ten slides in ten minutes. It includes a discussion where the moderator engages the audience with various methods.

// Crossover Roundabout

Length: 3x 5 minutes

Tool: Quotes pro et contra

Language: English

The attendees will be divided into three groups led by Meet Busters. Each group will discuss two contradicting claims. After five minutes, attendees in groups will switch places and form their opinions with the help of Meet Busters. In the end, the moderator will summarise key findings.

// Ljubljana Talks

Length: 60 minutes

Tool: Talk show with 2 moderators

Discussion: Throughout the event

Language: English

Ljubljana Talks is a relaxed conversation with four intriguing guests, moderated by Jan Oršič and Gorazd Čad. Ljubljana Talks is a platform for new ideas, bold thoughts, and groundbreaking concepts in the meetings industry.

// 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 led by the moderator.

// 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 romantic ambience.



// Who is Conventa Crossover perfect for?

1. Organisers of all types of events and experiences
2. Marketing agencies and freelance marketers
3. Event venues (conference centers, hotels, special venues)
4. Event destinations (DMO's, tourism professionals)
5. Providers of technical support for events
6. IT experts in the event industry
7. Catering service providers
8. Advertising and media service providers
9. Designers, photographers, videographers
10. **ALL CREATIVE THINKERS**

from all over **NEW EUROPE**



// CONVENTA BEST EVENT AWARD 2022

The annual award for the best event in the region of 'New Europe'

After a successful hybrid edition of Conventa Best Event Award 2021, we are calling for entries in 2022. We are once again looking for unicorns - the best events in the region of New Europe. You are invited to register your live, online or hybrid event for CONVENTA BEST EVENT AWARD 2022. **Projects that were carried out from 1 January 2021 until 15 July 2022 are eligible to register for the award.**

// Who will see your project?

- Over 200 LIVE & ONLINE attendees of the Conventa Crossover conference
- Over 10.000 readers of Kongres Magazine and Conventa
- a 17-member international jury of event professionals
- the entire media partner network of Conventa

// What do you get by entering the competition?

- International recognition among meetings industry professionals
- Full 2-day pass for the 2022 Conventa Crossover conference
- The original CBEA unicorn trophy

Important dates in 2022

CBEA22 Registration deadline: 15 July 2022

CBEA22 Material submission: 29 July 2022

Announcement of the finalists: 5 August 2022

Presentation of finalists: 25 August 2022

Award ceremony: 26 August 2022



Meeting planners, don't let your ground breaking events go unnoticed. Get the recognition you long for and deserve. Show your colleagues why you are the best at what you do!

First step: Registration

Please use the on-line registration form below and select the preferred way of payment. The fee for registering one entry to the competition includes participation at Conventa Crossover 2022 that will be held in HYBRID FORM from 26 to 27 August 2022.

REGISTRATION FORM > <https://form.123formbuilder.com/6071528/conventa-best-event-award-2022>

Second step: Submission of materials

When the registration is submitted, you can enter the details about your event and all materials. Deadline for submission of materials is 29 JULY 2022.

MATERIAL SUBMISSION FORM > <https://www.surveio.com/survey/d/15V8W5X0P4T8Y3S1N>

// What is Conventa Best Event Award?

Conventa Best Event Award is an annual competition that awards the best events in the region of New Europe. The competition was established as part of the Conventa brand. For the past six years, the grand finale of the competition has been taking place at the Conventa Crossover conference. The evaluation of registered events follows a unique 80:20 model (80% of the votes come from the jury and 20% from the audience at the Conventa Crossover conference).