



CONVENTA CROSSOVER

THE FESTIVAL OF EVENTS
AND LIVE MARKETING

25 - 26 AUGUST 2022



Press Release

For immediate release

Ljubljana, 4 April 2022

CONVENTA CROSSOVER 2022

Unplug yourself on 25 August 2022

Organisers of Conventa Crossover once wrote that life is too short to spend time at boring and non-interactive events. The corona crisis made us realise how right they were. This year's Conventa Crossover will take place exclusively in person. It will be a meeting point for all those who want to learn, socialise, have fun and exchange ideas in an informal, festival atmosphere. The event will take place as part of Conventa Week on 25 and 26 August 2022 in several unique locations around Ljubljana, Slovenia. The focal theme of this year's event is Meetings Industry Unplugged or Everything you always wanted to ask about the meetings industry (but were afraid to ask).

The organisers envision Crossover as a creative safe haven where attendees will unplug from the noise of everyday life and discuss the industry's future, sustainability and innovation without any disturbances. Moreover, participants will discover the best events of the regional competition Conventa Best Event Award.

The programme comprises three main topics:

1. **DIALOGUE** leads to **INNOVATION**
2. **INNOVATION** is necessary for **SUSTAINABILITY**
3. **SUSTAINABILITY** needs **DIALOGUE**

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.



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MEETING INDUSTRY
UNPLUGGED



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.

The preliminary programme is available at www.crossover.si/programme

The festival will be co-created by industry experts who have played a crucial role in the event's previous editions. You will have the chance to meet them personally, connect with them and ask them any questions that will come to your mind.

The organisers are inviting speakers who want to be included in the event's programme to contact the organiser at: gorazd.cad@toleranca.eu, at the latest by 15 April 2022.



Gorazd Čad, the founder of the festival, said: *“Conventa Crossover returns with a creative and fresh approach, rich interaction and various programme formats, spiced up with a daring, innovative mix of education, networking, cuisine, entertainment and rock’n’roll. Our event will try to change outlooks on regional event organising and become a good practice case.”*

CONVENTA BEST EVENT AWARD 2022

In line with the event's tradition, Conventa Crossover will play host to the **Conventa Best Event Award** competition for the best event in Europe. **Event organisers can submit their projects by 15 July 2022.**

Further information is available at www.crossover.si/best-event-award.

The event will take place within the framework of Conventa Week, which includes the Conventa tradeshow, Conventa Experience Zone and Conventa Academy.

Gorazd Čad emphasised: *“Conventa Week is a festival of the regional meetings industry. After two years marked by COVID-19, it is time we meet in person, network and discuss how to organise successful events that future generations will be proud of.”*

LIFE IS TOO SHORT TO SPEND TIME AT BORING EVENTS.

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.

REGISTRATION for attendees: www.crossover.si/registration/

Who should attend Conventa Crossover?

1. Organisers of all types of events and experiences
2. Marketing agencies and freelance marketers
3. Event venues (conference centres, hotels, special venues)
4. Event destinations (DMOs, 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**

Contact for media representatives: for accreditation, more information and interviews scheduling

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The festival of events and live marketing is organised by Toleranca Marketing and Conventa Trade Show in cooperation with Ljubljana Tourism, Slovenian Tourist Board and Slovenian Convention Bureau.

In partnership with



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- [Conventa Crossover programme](#)
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