



Conventa Best Event Award

WINNERS HANDBOOK

# CONVENTA BEST EVENT AWARD 2023



**The annual award for the best event in New Europe**

28 - 29 August 2023 | Ljubljana, Slovenia

[www.crossover.si/best-event-award](http://www.crossover.si/best-event-award)



# 1. THE FOUNDATION

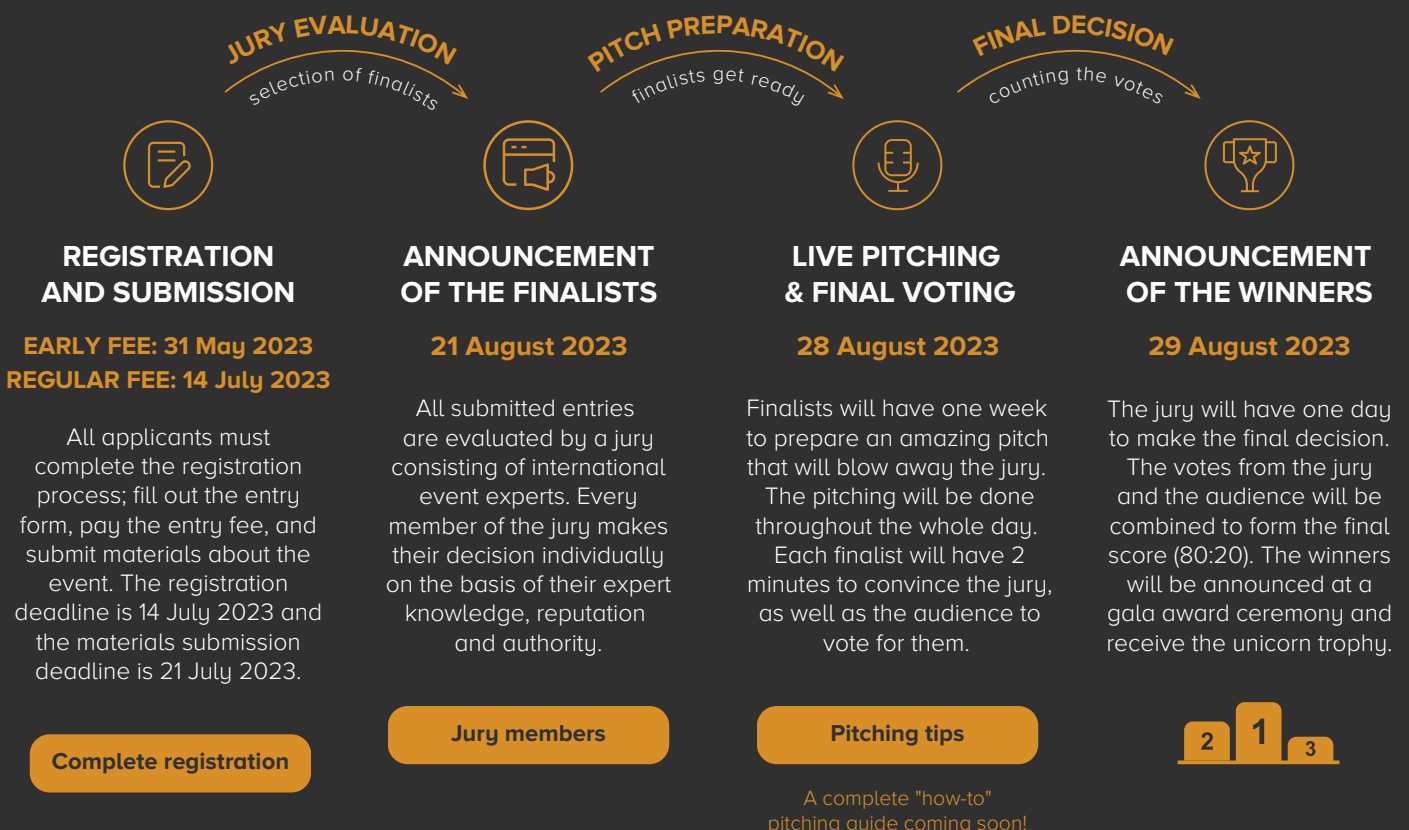
**Conventa Best Event Award is an annual competition that awards the best events in the region of New Europe. The best between Helsinki and Istanbul, and Venice and Baku.**

Established in 2015, it soon became an integral part of the Conventa Crossover festival, with live pitching and the grand finale taking place as part of the event from the outset. The founder of the project, Gorazd Čad, saw a big gap in the market. A gap that global awards of similar type weren't addressing. Back then, there was no platform dedicated to showcasing what creative, brave and ingenious event organisers from countries of the region are capable of. Conventa Best Event Award was created based on that premise. To show the world that we can compete on the highest level. This was confirmed by the winners of the award, who went on to compete and receive recognition in other international competitions.

Now, more than ever, events have the power to change the world. An excellent event can awaken dreams and desires that attendees didn't even know they had. Together with an appealing story, inventively used digital networking tools and interaction, events are the breeding grounds of strong communities that bring added value to the world. As we don't want your big ideas to go unnoticed, we invite you to register your best projects for the Conventa Best Event Award 2023.

# 2. THE FORMAT AND TIMELINE

The evaluation of registered events follows a unique 80:20 model. The winner is selected based on a weighted average calculated after the live pitching and voting has ended. 80% of the votes come from the jury and 20% from the audience, who vote for their favorite project based on live presentations from the finalists. This method has proven to be the most effective, objective, as well as an engaging way to select the best of the best.



## 3. THE RULES

1. Projects that were carried out from **1 January 2022** until **14 July 2023** are eligible to register for the award.
2. Projects that competed for the award last year are not eligible to enter.
3. Each project can be entered into one or more categories. See entry fees for applying in additional categories in point 3.4.
4. Your participation in the competition can not be cancelled or removed. When your submission is finalised, you agree that a representative from your company will attend the live pitching in person, and in the case of winning, attend the award ceremony. An entry is considered finalised, once the registration form is completed, the entry fee has been paid and all materials have been submitted.

### 3.1 ENTRY PROCEDURE

All applicants should complete an [online registration form](#). Only fully completed forms will be considered. The deadline for completing registration is **31 May 2023** (discounted early fee) or **14 July 2023** (regular fee).

After the registration form is submitted, the organisers will send you a [materials submission form](#), where you will be able to enter details about your event, upload photos, videos and additional material used to prepare your presentation for the jury and public. You will have until **21 July 2023** to enter details about your event. All texts and descriptions should be submitted in English. Materials in the following specifications are obligatory:

#### 1. Text descriptions

up to 1000 words for each segment

1. Event description and key objectives
2. Key challenges
3. Creativity
4. Innovation
5. Execution
6. Measurable results
7. Communication
8. The use of sustainable practices

#### 3. Video - trailer

max. 20 seconds, in mp4 format

In case you are the winner, we will play a 20-second trailer of your project before you come on stage to receive the trophy. This can be a shorter version of the main video or a new video.

#### 2. Video - main project presentation

max. 2-minutes, max. 200MB in mp4 format and as a Youtube link

It is recommended to have a voice-over playing over the video in order to make the content clearer to the jury. Please add subtitles if the speaking voice is not in English or the voice is not clear. Using copyrighted music is not allowed. We recommend structuring the video as follows:

1. THE OBJECTIVE - start with the why
2. THE CHALLENGE - what did you try to do?
3. THE SOLUTION - how did you do it?
4. THE RESULTS - what was the impact on the world?

#### 4. Photos

up to 10 photos in jpg format, min. 1024x683px

Photos tell more than a 1000 words. Be creative and take us behind the scenes of the event as well.

Projects failing to deliver the obligatory materials by the required date will not be able to enter the competition. No deadline extensions will be allowed and no replacement or additional media will be accepted after an entry has been finalised.

## 3.2 THE JURY EVALUATION

Once you submit all of your materials, the submission will be given to our expert jury for evaluation. The jury consists of 15 members who participate and have equal votes in evaluating the submitted entries. Every member of the jury makes their decision individually on the basis of their expert knowledge, reputation and authority. Each member also has the right to raise objections and questions, as well as an obligation to explain the scores given when evaluating entries to receive the award.

The finalists are selected based on the final score achieved in the evaluation. The threshold for making it into the finals is **6,01**. The finalists will be announced on **21 August 2023**. The jury reserves the right to reject applications in the evaluation phase if the events have malicious intent, cause harm to society or promote unethical behaviour.

The final score is based on 9 evaluation criteria:

- 1. Creativity**  
Evaluating creativity in the approach based on the target group and originality/uniqueness of the concept of the event itself, which opens up new aspects in the organisation of events.
- 2. Relevance**  
How relevant the event is for the target group and what is the achievement of the target group and its involvement in the event.
- 3. Innovation**  
Measuring innovativeness in organisation of events, content, programme design and technical support. Innovations that are new in the region are taken into account.
- 4. Execution**  
The execution of the event from the perspectives of project management, management of personnel, partner relations with the client and logistical execution.
- 5. Results of the event**  
Evaluation of the results in relation to the established targets of the project and the funds invested, and evaluation of the added value (Return on Investment - ROI).
- 6. Event communication**  
What the event contributed to the long-term communication and marketing strategy of the client and the event organisers.
- 7. Sustainable policies**  
Communication and positioning the values and identity of sustainable management and actual implementation of measures at the event.
- 8. Legacy**  
Evaluation of the long-term effects and benefits of all parts of the project and measuring its wider social influence.
- 9. Overall final impression of the event**  
The overall impression: originality, creativity, and added value.

### 3.3 LIVE PITCHING

Each finalist will have 2-minutes to present their event to members of the jury and the public audience. To promote creativity and give the finalists freedom to express their ideas, the 2 minutes can be used in one of the three ways listed below:

- You can play a 1-minute video and talk for 1 minute
- You can play a 2-minute video and not talk
- You can talk for 2 minutes (you can also talk over the video while it's playing)

You can dance, sing, draw, or do anything you desire, but it has to be within 2 minutes

After the 2-minute pitch, each member of the jury reserves the right to pose questions to the presenter. The presenter will have an additional 5 minutes to answer.

The live pitching will be taking place on 28 August 2023 from 10:00 to 15:30. The exact time slot will be communicated by the organiser and will be based on the category you will compete in.

The finalists will be announced on 21 August 2023, therefore you will have 7 days to prepare the pitch and send us all the materials you will use for the live presentation. All the pitching materials should be sent to [gorazd.cad@toleranca.eu](mailto:gorazd.cad@toleranca.eu), no later than **27 August 2023**. Finalists who will fail to send the pitching material by the required date, will not be able to use it on the day of the event.

### 3.4 ENTRY FEES

All prices excluding VAT

STANDARD FEE

#### EVENT CREATOR PACK

**345 € / PROJECT**

- Entry fee for one project
- Full festival pass for Conventa Crossover from 28 to 29 August 2023, including coffee breaks and lunches
- CBEA23 diploma and custom graphic

**EARLY FEE**

until 31 May 2023

~~320 €~~  
**275 € / PROJECT**

REDUCED FEE

#### EVENT GURU PACK

**255 € / PROJECT**

- Reduced entry fee applies when entering with 3 or more projects
- Full festival pass for 3 people for Conventa Crossover from 28 to 29 August 2023, including coffee breaks and lunches
- CBEA23 diploma and custom graphic

**EARLY FEE**

until 31 May 2023

~~255 €~~  
**205 € / PROJECT**

#### ADDITIONAL CATEGORIES FEE

Applicants wanting to enter one event into multiple categories can do so by paying this fee for each additional category.

**175 €**  
**/ CATEGORY**

**EARLY FEE**

until 31 May 2023

~~175 €~~  
**135 €**  
**/ CATEGORY**



The entry fee includes a ticket to

## Conventa Crossover 2023

THE FESTIVAL OF EVENTS AND LIVE MARKETING

Since 2015, Conventa Crossover has been transforming Ljubljana into a melting pot for creatives from different industries. The event is a testing ground for new ideas. A laboratory for finding out what works and what doesn't. A place, where leading experts in live marketing & event organisation discuss, where the industry is heading through insightful lectures, workshops and debates. All of it spiced up with a hefty dose of creativity, networking, music and fun.

[Find out more](#)

## PAYMENT TERMS AND CONDITIONS

The entry fee can be paid by credit card directly on the website, or via a pro-forma invoice issued by the organiser. You can select the preferred way of payment in the registration form. The entry fee should be paid by **31 May 2023 (early fee)** or **14 July 2023 (regular fee)**. A submission is considered finalised only after the entry fee has been successfully paid. Please write to [natalija@toleranca.eu](mailto:natalija@toleranca.eu) in case of any technical problems connected to the processing of payments.

All payments and invoices are handled by Toleranca marketing d.o.o. in accordance with their terms and conditions, which can be found [here](#). Payments not gone through due to reasons not attributable to Toleranca marketing will not be reimbursed.

### 3.5 THE UNICORN TROPHY

Winners in every category receive the iconic unicorn trophy made from locally sourced wood. They also receive the "Conventa Best Event Award WINNER" logo.

#### COPY OF THE TROPHY

The price of a copy of the unicorn trophy is 150€ + VAT. Winners can order multiple trophies by writing to [natalija@toleranca.eu](mailto:natalija@toleranca.eu).





## 4. THE CATEGORIES

Winners will be announced in the following UMBRELLA CATEGORIES:

### 1. **B2B** EVENTS Corporate

Corporate events, intended for business clients, most commonly of a closed format. These events could be anything from product launches, business conferences, trade shows, networking events, exhibitions, and more. B2B events aim to raise brand awareness, facilitate business deals and provide opportunities for companies to connect with their clients or partners.

### 2. **B2C** EVENTS Consumer

Events intended for the general public. The end consumer is at the heart of the content of these events, and the primary goal is to provide a positive experience for them. These events include music festivals, sports events, conferences, product launches, fairs, food and wine events, and more.

### 3. **B2E** EVENTS Employee

Internal events intended for employees of a company/organisation, most often organised in the form of a training, celebration, anniversary, kick-off, or teambuilding event. The primary goal of these events is to foster a positive work culture, boost employee morale, and improve employee engagement.

### 4. **CROSSOVER** EVENTS

Open to events demonstrating an original big and brave idea, intended for both the corporate and consumer target audiences. The aim is to create a unique experience that appeals to both groups. Crossover events could be anything from charity events, brand activations, pop-up shops, product launches, experiential marketing campaigns and more.

In addition, winners will be announced in the following SPECIAL CATEGORIES:

- 1. Grand Prix**  
Award assigned to the event with the highest overall score from the jury
- 2. Audience Award**  
Award assigned to the event with the highest score from the audience
- 3. Best in Creativity**  
Award assigned to the event with the highest score for creativity by the jury
- 4. Best in Sustainability**  
Award assigned to the event with the highest score for sustainability by the jury
- 5. Best Event Agency**  
Awarded to the agency whose events have totalled the highest overall jury score
- 6. Best Online Event**  
Best use of online event solutions according to jury
- 7. Best Hybrid Event**  
Best use of hybrid event solutions according to jury

## SUB-CATEGORIES

Once you choose the umbrella category for your event, you can define the sub-category from the list:

- 1. Conference, Congress, Convention**  
A meeting of a large number of individuals organised by a company or association with the aim of presenting innovation, sharing knowledge and exchanging ideas about a specific topic. These events can be open or closed for the public.
- 2. Trade Show/Exhibition**  
A tradeshow or exhibition is an event aimed at companies of a specific industry to showcase and demonstrate their latest products and services to their target audience. These events are usually closed for the public.
- 3. Product or Service Launch**  
The core goal of these events is to boost awareness about a new product or service. They can be aimed at a corporate audience or the end consumer.
- 4. Ceremony**  
Events organised to mark important milestones, commemorate significant cultural events, or to honor individuals or groups.
- 5. Press Event**  
The goal of these events is to present a novelty to an invited group of journalists, most often in the form of a press conference
- 6. Festival**  
Multi-day events which enable an insight into achievements in particular professional or entertainment fields.
- 7. Sports Event**  
Sports events that are organised by individual sports associations or private companies and which mainly include amateur participants and the wider public
- 8. Cultural/Music Event**  
Musical entertainment events such as concerts, musicals, music festivals, and public cultural events that evolve around different artistic fields and require complex preparation and organisation.
- 9. Roadshow**  
Roadshows are a series of events or presentations organised in different locations to promote a particular product, service, or company.
- 10. Internal Training/Education Event**  
Educating and training for employees in individual companies intended to promote the development of human resources.
- 11. Teambuilding Event**  
Events designed to increase motivation and promote cooperation in a team or company that often include employees participating in a joint activity, task or programme.
- 12. Internal Celebration**  
A private event designed for employees of a company/organisation e.g. anniversaries, kick-offs, Christmas parties etc.
- 13. Pop-Up Event**  
A temporary and spontaneous event that "pops up" in a specific location for a limited time period with the aim of promoting a brand or product.
- 15. Brand Activation**  
The goal of a brand activation is to build an emotional connection between the brand and the customer by immersing them in a unique, interactive, and unforgettable experience. The event is part of a wider communication strategy across different media.
- 16. CSR/Non-profit Event**  
CSR (Corporate Social Responsibility) and non-profit events are organized by companies or organisations to fulfil their social responsibility by giving back to the community or supporting a specific cause.
- 17. Guerilla Marketing Event**  
An event that uses unconventional and creative tactics to promote a product or service, often characterized by its surprise factor, high level of creativity, and ability to generate buzz and attention from the public.



## 5. THE JURY

All submitted entries will be evaluated by a jury consisting of international experts from the field of event organisation. The jury consists of 15 members who participate and have equal votes in evaluating the submitted entries. Every member of the jury makes their decision individually on the basis of their expert knowledge, reputation and authority.



JURY PRESIDENT

**Ivo J. Franschitz**

ENITED

Austria



**Miro Antić**

M2Communications  
Serbia



**Jose Garcia Aguarod**

Eventoplus  
Spain



**Davor Bruketa**

Bruketa & Žinić & Grey  
Croatia



**Patrick Delaney**

Soolnua  
Ireland



**Stephanie Dubois**

SAP  
France



**Luca Favetta**

World Tourism  
Forum Institute  
Switzerland



**Jan-Jaap In der Maur**

Masters in Moderation  
The Netherlands



**Claudia Koehler**

VOK DAMS  
Germany



**Stefan Kozak**

Creative Pro Group  
Slovakia



**Boris Kovaček**

Pepermint  
Croatia



**Jens Mayer**

Jack Morton  
Germany



**Christian Mutschlechner**

Independent Meetings  
Industry Consultant  
Austria



**Kim Myhre**

Experience Designed  
United Kingdom



**Melinda Rebrek**

Pirana Productions  
Slovenia



**Boštjan Prijanovič**

New Moment  
Slovenia



**Maarten Schram**

LiveCom Alliance  
Germany

### CLIENT JURY

In addition to the expert jury, the live pitching will also be attended by the clients, who will provide their perspective on the process of organising events. They will be able to ask the finalists questions about topics that they encountered when working with event agencies in the past. This will give the expert jury more insight and an easier decision making process for selecting the winner.

## 7. CONTACTS AND FAQ

### Q: Can multiple events be entered into the competition?

You can submit an unlimited number of applications. The regular fee for each entry is 345€ + 22% VAT. The fee for entering one event into multiple categories is 175€ + 22% VAT per category.

### Q: From which countries can entries be submitted?

Applications are open to all event organisers in the region of 'New Europe' (Central, Eastern and South-East Europe).

### Q: For which time period can events be registered?

Projects that were carried out from 1 January 2022 until 14 July 2023 are eligible to register for the award. Projects that competed in 2022, are not eligible to enter the competition in 2023.

### Q: Is the recipient of the award the agency or the client?

The applicant listed in the entry form is the recipient of the award and is obliged to receive the award in person. In the online presentation, multiple companies and clients can be credited for their contribution.

### Q: What kind of promotion do you assure?

All finalists will be published for an indefinite period on the project website – [www.crossover.si/best-event-award](http://www.crossover.si/best-event-award) and on Kongres magazine portal [www.kongres-magazine.eu](http://www.kongres-magazine.eu).

### Q: What does the participation fee include?

The fee for the submission of one entry includes participation in the competition and attendance for one person at the Conventa Crossover conference from 28 and 29 August 2023.

### Q: Who will evaluate the entries?

An international jury consisting of well-known experts in the field of event organising contributes 80% of the votes whilst the remaining 20% are provided by participants of the Conventa Crossover conference.

### Q: What are the evaluation criteria?

The evaluation criteria can be found on page 4. Each criteria is evaluated on a scale from 1 to 10. The sum total of the jury's nine evaluations contributes 80% of the final result, whilst the sum total of the evaluations of the participants of the Conventa Crossover conference accounts for the remaining 20%.

### Q: How does the process of evaluation take place?

From the submission deadline, the jury will have one month to go through all the projects, score them, and choose the finalists. The finalists will have one week to prepare a pitch and present it to the jury and the public, who will vote for their favourite project in person using a dedicated voting platform. The voting platform will use a simplified version of the evaluation criteria used by the jury. The audience will be scoring creativity, execution, results and sustainability. Combining official scores from the jury (80%), the public votes (20%), and impressions from the live pitches, the jury will make the final decision and announce the winners.

## Get in touch

### Technical support

Aljaž Čad  
[aljaz.cad@toleranca.eu](mailto:aljaz.cad@toleranca.eu)  
 T: +386 40 384 077

### Entries

Gorazd Čad  
 E: [gorazd.cad@toleranca.eu](mailto:gorazd.cad@toleranca.eu)  
 T: +386 40 530 112

### Payments

Natalija Bah Čad  
 E: [natalija@toleranca.eu](mailto:natalija@toleranca.eu)  
 T: +386 40 882 444

Conventa Crossover and Conventa Best Event Award are organised by Toleranca marketing and Conventa tradeshow in cooperation with Ljubljana Tourism, the Slovenian Tourist Board, the Slovenian Convention Bureau and ENITED.

### Toleranca marketing office

Štihova ulica 4, 1000 Ljubljana  
 VAT number: SI78162246  
 T: +386 1 430 51 03  
 W: [www.toleranca.eu](http://www.toleranca.eu)





# THE WINNERS IN 2022

## Who took the Conventa Best Event Award home in 2022?

The competition's grand finale took place on 26 August 2022 at the Conventa Crossover conference in the garden of the Grand Hotel Union Eurostars, where the winners were announced. From 28 projects that made it into the final round of voting, 4 winners were selected; the best B2B, B2C, B2I, and CROSSOVER events. Furthermore, 5 special awards were given out at the award ceremony.

### WINNERS 2022





Conventa Best Event Award

**Don't let your groundbreaking  
events go unnoticed!**

**Enter the competition**

Deadline: 14 July 2023

In cooperation with

