

Crossover programme 2023

# 8<sup>th</sup> CONVENTA CROSSOVER

Festival of events for creative minds

27 - 29 August 2023  
Ljubljana, Slovenia

**EXP = EVT<sup>2</sup>**

## From boring EVENTS to immersive EXPERIENCES

Events are a universal language understood by everyone around the world. They foster development but, more importantly, help shape the future. Events are an effective tool for personal growth, improving communication and a gateway to prosperity. Therefore, event organisers have a great responsibility towards the attendees, society, environment and coworkers. This year, Crossover will focus on making better events and changing them into immersive experiences in person, digitally or in the metaverse. Our programme will touch upon creating a lasting sustainable legacy of events. We have envisaged Crossover as a Future Lab where bold ideas, success stories, and the seemingly disconnected will take centre stage. We will shine a light on these topics through PURE IMMERSION.



**DAY 0****EXPERIENCE DAY**  
**(from ACTION to CONNECTION)**

*Prior to the program's kickoff, you can join us on an unforgettable journey filled with unique experiences, adventures, and challenges. Discover Slovenia and Ljubljana like never before and forge new connections with fellow creatives.*

*\*Attendance at the experience day should be booked in advance and is not included in the Regular, Student or Company package.*

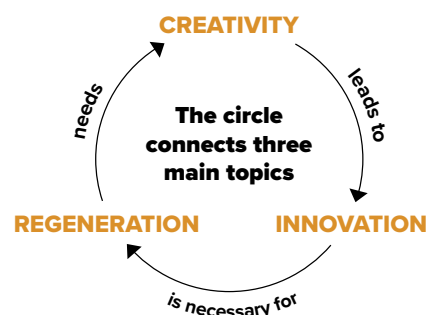
Morning	X	The arrival of attendees in Ljubljana
09:00 – 18:00	X	<b>LJUBLJANA EXPERIENCE RALLY</b> Self-Service Creative Driving Experiences around Slovenia limited to 5 groups
14:00 – 18:00	X	<b>Experience 1: THE ARTIST &amp; PRODUCER – Creating Beauty</b> Ascetic. Mystic. Visionary. Solitary. The hidden god of Ljubljana, <b>Jože Plečnik</b> . <b>Location: Plečnik's Ljubljana</b>  <b>Experience 2: THE THINKER &amp; ADVENTURER – Asking Big Questions</b> General. Painter. Poet. Excellent leader, <b>Rudolf Maister</b> . <b>Location: Kamnik, Območje 70</b>  <b>Experience 3: THE DREAMER &amp; INNOVATOR – Using the power of imagination</b> Natural scientist. Writer. Traveller. Ecologist. Loving and humorous, <b>Fran Erjavec</b> . <b>Location: Vodomčev Gaj, Grosuplje</b>
19:00	X	<b>Chill Out Summer Night</b> <b>Location: Špica Caffè</b>

**Note:** Attendees take a test to see which group they belong to. Based on the test, they decide on a particular experience.

See more at <https://mycreativetype.com/>.

**CIRCULAR TOPICS**

We envisioned the programme of this year's event to flow in a circular fashion, in line with the philosophy of organising responsible events we have developed at Toleranca Marketing.



# DAY 1 BEST EVENT AWARD LIVE PRESENTATIONS & AWARDS CEREMONY

*The first day will be dedicated to live pitching by the finalists competing for the coveted Conventa Best Event Award. Immerse yourself in the stimulating presentations of the crème de la crème of experience designers from New Europe and listen to what our jury of distinguished industry professionals has to say.*

**Venue:** CD Club, Cankarjev dom, Cultural and Congress Centre

09:30 – 10:00	X	Conventa Best Event Award 2023 Debrief
10:00 – 11:00	X	Finalists in the <b>B2B Events</b> category
11:00 – 12:00	X	Finalists in the <b>B2C Events</b> category
12:00 – 13:00	X	Finalists in the <b>B2P Events</b> category
13:00 – 14:00	X	Networking Break
14:00 – 15:00	X	Finalists in the <b>B2E Events</b> category
15:00 – 16:00	X	Finalists in the <b>Crossover Events</b> category
16:00 – 16:30	X	Networking Break
16:30 – 17:00	X	Finalists roundtable with Jury Members Moderated by Jury Members
17:00 – 19:00	X	Closed Jury Meeting and Selection of Winners
19:00	X	<b>DINE AROUND LJUBLJANA</b> Meet with the locals



## ZERO BULLSHIT EVENT PHILOSOPHY©

By attending the event, you will become a member of the Crossover family, co-creating the future of the meetings industry, staying ahead of trends and presenting best-case practices. The **Zero Bullshit** and **No More Boring Meetings** approach are embedded in the DNA of Conventa Crossover.

## DAY 2 CONVENTA CROSSOVER 2023

The second day will be all about transforming boring events into immersive experiences. Get inspired by creative minds from all walks of life, who will be sharing their knowledge and years of experience through Crossover's legendary interactive formats.

**Venue:** CD Club, Cankarjev dom, Cultural and Congress Centre

09:00 – 09:45



### CENTRE STAGE: CREATIVITY

**Fire Talk 1: The power of experience: Discover the art & science of transforming your audience forever**

**Pigalle TAVAKKOLI**, School of Experience Design

Format Crossover Talk / 18 minutes + discussion

**Fire Talk 2: Crafting Compelling Narratives: The Art of Story-based Leadership**

**Christopher KAI**, The Mathem Group

Format Crossover Talk / 18 minutes + discussion

09:45 – 10:30



### BALTIC TIGERS

**What is trending in the BALTIC region?**

A deep dive into understanding why colleagues from Baltic countries win the most coveted awards at international competitions, accompanied by good practice cases and future predictions. We will be joined by the following Baltic tigers:

**Mary KIRILLOVA**, CEO at BEIC

**Markus VAN DER HÅKONSEN**, CEO at Appetite Production, Norway

**Lehari KAUSTEL**, CEO at Miltton Events, Baltics&Nordics

**Aurimas KAMANTAUSKAS**, CEO at Rekurai, Lithuania

**Janne BJÖRGE**, CEO at YSTRA, Sweden

**Juho HIIDENMAA**, CEO at Management Events Studio, Finland

Format Crossover Talk / 20 slides x 20 seconds 6,6 minutes + discussion

10:30 – 11:30



### CROSSOVER FUTURE LAB with Crossover Legends

The Crossover Future Lab is an open format where you can meet Crossover Legends, who will put on doctors' clothes this year. As part of four Campfire Labs, we will delve into the FUTURE OF MEETINGS ARCHITECTURE:

**Campfire lab 1: Future of ENGAGEMENT**

With legends **Jens Oliver Mayer**, Jack Morton and **Janos Fazakas**, Visual Europe

**Campfire lab 2: Future of CONTENT**

With legends **Jose Garcia-Aguarod**, Eventoplus and **Maarten Schram**, Idea

**Campfire lab 3: Future of BRAND EXPERIENCE**

With legends **Miro Antić**, M2 Communication and **Ivo J. Franschitz**, Enited

**Campfire lab 4: Future of EXPERIENCE DESIGN**

With legends **Jordan Waid**, Jordan Waid Ltd. and **Kim Myhre**, Xdesigned

Crossover Caffè will serve as the perfect background for networking.

11:30 – 12:30



## CENTRE STAGE: INNOVATION

### **Fire Talk 3: *Unleash Innovation With The Power of P.L.A.Y. Format Crossover Talk***

**Anastasia GRAMATCHIKOVA**, World Experience Organization

*Format Crossover Talk / 18 minutes + discussion*

### **Fire Talk 4: *Beer brings people together, just like events***

**Adrian KLIE**, CEO Brewdog, Germany

*Format Crossover Talk / 18 minutes + discussion*

### **Fire Talk 5: *How to own the moment***

**Klaus Friedrich MEIER**, DRPG Germany

*Format Crossover Talk / 18 minutes + discussion*

12:30 – 12:45



## MEET THE ARTISTS

Presenting the participating artists

12:45 – 14:00



## CREATIVE LUNCH AND SPEED DATING WITH ARTISTS

14:00 – 14:30



## F\*!#UPS AT EVENTS - ANYTHING THAT CAN GO WRONG WILL GO WRONG

Interview with four amazing festival organisers:

**Boris KOVAČEK**, Weekend Media Festival, Croatia

**Kathrin SCHMIDT**, Fifteen Seconds

**Ivan PETROVIĆ**, Exit, Serbia

**Dragan PERENDIJA**, Sporto, Slovenia

14:30 – 15:00



## LJUBLJANA TALKS 2023: FESTIVALS UNPLUGGED

The conversation will delve into festivals and will be moderated by **Jan Oršič** and **Gorazd Čad**.

Guests:

**Boris KOVAČEK**, Weekend Media Festival

**Gašper PAVLI**, Sporto

**Ivan PETROVIĆ**, Exit

**Kathrin SCHMIDT**, Fifteen Seconds

15:00 – 16:00



## CROSSOVER FUTURE LAB with Crossover Legends

The Crossover Future Lab is an open format where you can meet Crossover Legends, who will put on doctors' clothes this year. As part of four Campfire Labs, we will delve into the FUTURE OF MEETINGS FORMATS AND INNOVATIONS:

### **Campfire lab 5: *Future of LIVE***

Pictures selected by **Maarten Schram**, Idea and **Henrik von Arnold**, Enited

### **Campfire lab 6: *Future of DIGITAL***

Pictures selected by **Kim Myhre**, Xdesigned and **Jan-Jaap In der Maur**, Masters of Moderation

### **Campfire lab 7: *Future of HYBRID***

Pictures selected by **Janos Fazakas**, Visual Europe and **Miro Antić**, M2 Communication

### **Campfire lab 8: *Future of VIRTUAL***

Pictures selected by **Jordan Waid**, Jordan Waid Ltd and by **Jens Oliver Mayer**, Jack Morton Crossover

Caffe will serve as the perfect background for networking.

16:00 – 16:45



## CEE AND SEE LIONS

### What is trending in the ADRIATIC region?

Why are the CEE and SEE regions the heart of European creativity? Who are the key agencies, and what is the success formula in the Adriatic region? What kind of stories resonate with attendees? We will be joined by the following Adriatic lions:

**Ivo FRANSCHITZ**, Enited

**Norbert PYCHA**, Event Arena

**Miro ANTIĆ**, M2Comunications

**Manuela ŠOLA**, Komunikacijski laboratorij

**Janos FAZAKAS**, Visual Europe

*Format Crossover Talk / 20 slides x 20 seconds 6,6 minutes + discussion*

16:45 – 17:30



## CENTRE STAGE: UNPLUGGED REGENERATION

### Fire Talk 6: *The Invisible Life of Waste*

**Dr. Dan PODJED**, ZRC SAZU with **Katarina POLAJNAR HORVAT**

*Format Crossover Talk / 18 minutes + discussion*

### Fire Talk 7: *Humble Regeneration*

**Stefan HRIC**, Odpadnesh

*Format Crossover Talk / 18 minutes + discussion*

17:30



## Chill Out in CD Magical Garden

20:00



## CONVENTA BEST EVENT AWARD & PARTY Grand Finale and Award Ceremony

This August, the green carpet will await attendees in Hribar Hall, one of Ljubljana's most esteemed event locations, located within Ljubljana Castle. Mark your calendars for the gala award ceremony honouring the best events (and event organisers!) **between Helsinki and Istanbul and Milan and Baku in 2023.**

*Venue: Ljubljana Castle, Hribar Hall*

## PARTNERS



## OFFICIAL AIR CARRIER



## MEDIA PARTNERS

