



Conventa Best Event Award



WINNERS HANDBOOK

CONVENTA BEST EVENT AWARD 2025



The annual award for the best event in Europe

8 - 9 September 2025 | Ljubljana Castle, Ljubljana, Slovenia

www.crossover.si/best-event-award



CONTENTS

1. The Foundation	1
2. The Format and Timeline	2
3. The Rules	2
3.1 Entry Procedure	3
3.2 The Jury Evaluation	4
3.3 Live Pitching	4
3.4 Entry Fees	5
3.5 The Unicon Trophy	6
4. The Categories	8
5. The Jury	9

IMPORTANT DATES

REGISTRATION

DEADLINE: 18 July 2025

SUBMISSION OF MATERIALS

DEADLINE: 25 July 2025

ANNOUNCEMENT OF THE FINALISTS

11 August 2025

LIVE PITCHING & FINAL VOTING

8 September 2025

ANNOUNCEMENT OF THE WINNERS

9 September 2025

WHY CONVENTA BEST EVENT AWARD?



*“What started as a competition has grown into a movement. With the Conventa Best Event Award, **we’re not just celebrating excellence—we’re building a legacy** that inspires, educates, and elevates the entire European event community.”*

— **Gorazd Čad**,
Founder of the Conventa Best Event Award

1. THE FOUNDATION

Conventa Best Event Award is one of the most important annual competitions in the **European meetings industry**.

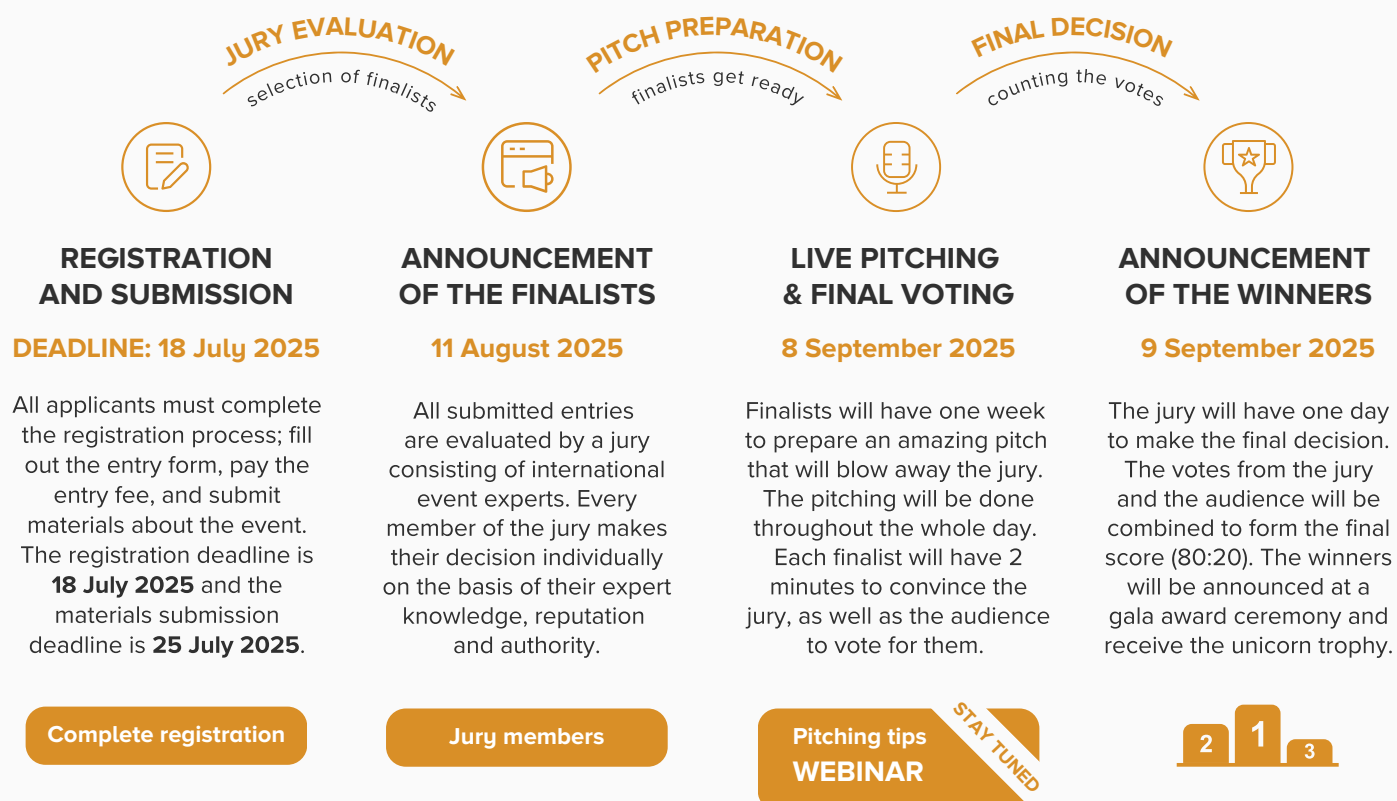
Established in 2012, it soon became an integral part of the Conventa Crossover festival, with live pitching and the grand finale taking place as part of the event from the outset. The founder of the project, Gorazd Čad, saw a big gap in the market. A gap that global awards of similar type weren't addressing. 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 grew into **Europe's benchmark for best events**. 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 2025**.

2. THE FORMAT AND TIMELINE

80/20

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 engaging way to select the best of the best.



3. THE RULES

1. Projects that were carried out from **1 January 2024** until **18 July 2025** 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. **Winners will only be announced in categories with 3 or more competing projects.**
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 pay the fee via **our website**. The deadline for registration is **18 July 2025**.

After the payment, you can submit your project via the **AwardForce platform for Conventa Best Event Award** 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. All texts and descriptions should be submitted in English. Materials in the following specifications are obligatory:

1. Text descriptions

up to 1000 characters 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

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?

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.

4. Photos

up to 4 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 **24 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 **11 August 2025**. 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 10 evaluation criteria:

- 1. Creativity**
Evaluating creativity in the approach to event organisation, communication and originality/uniqueness of the concept of the event itself.
- 2. Relevance**
Evaluating relevance of the event for the target audience and what the target group received from their involvement in the event.
- 3. Innovation**
Measuring innovativeness in the organisation, content, programme, design and technical support of the event.
- 4. Execution**
Evaluating how the event was executed from the perspectives of project management, staff, relations with the client and partners and logistics.
- 5. Results of the event**
Evaluation of the results of the event in relation to the project targets and the funds invested, and evaluation of the added value (Return on Investment - ROI).
- 6. Event communication**
Evaluating how the project was communicated and if the event was part of a wider communication and marketing strategy of the client
- 7. Sustainable policies**
Evaluating implemented sustainable measures for mitigating the negative effects of the event on the environment, society and attendees.
- 8. Legacy**
Evaluation of the long-term effects and benefits of all parts of the project and measuring its wider social influence.
- 9. The overall final impression of the event**
The overall impression: originality, creativity, and added value.
- 10. Risk Management & Safety**
Assessment of how well potential risks—health, safety, political, economic, and operational—were identified and managed throughout the event.

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 any way they prefer.

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 **8 September 2025** 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.

Finalists, send us all the materials you will use for the live presentation.

If you are the finalist, all the pitching materials should be sent to aleksandra@toleranca.eu, no later than 5 September 2025. 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.

IMPORTANT:

Finalists, who will not present their projects in-person, live in Ljubljana, are not eligible to receive points from the audience (20% of the final score).

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 8 to 9 September 2025, including coffee breaks and lunches
- CBEA25 diploma and custom graphic

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 8 to 9 September 2025, including coffee breaks and lunches
- CBEA25 diploma and custom graphic

ADDITIONAL CATEGORIES FEE

For applicants wanting to enter one event into multiple categories.

175 €
/ CATEGORY



The entry fee includes a ticket to

Conventa Crossover 2025

THE FESTIVAL OF EVENTS AND LIVE MARKETING

Since 2012, 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](#)

NEW IN 2025

We will include the finalists into the programme of Conventa Crossover!

In the evaluation process, the jury will not only select the finalists, but also place the best ones in the Conventa Crossover programme. This will be the focus of this year's programme. It is not only about winning, but also about presenting your work to potential buyers.



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.



4. THE CATEGORIES

Winners will be announced in the following **MAIN 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 Event Agency**
Awarded to the agency whose events have totalled the highest overall jury score
4. **Best in Creativity**
Award assigned to the event with the highest score for creativity by the jury
5. **Best Planet Positive Event**
Award assigned to the event with the highest score for sustainability by the jury
6. **Best in Corporate Social Responsibility**
Award assigned to the best CSR/non-profit event
7. **Best Use of Technology**
Awarded for best use of new and innovative event technology by the jury
8. **Best in Community Building and Engagement**
Awarded to a culturally significant event that brought together/created a community
9. **Best in Strategic Communication**
Awarded to the event that excelled in delivering clear, creative, and effective communication as an integral part of a broader brand narrative or marketing strategy.
10. **Rising Star Award**
Awarded to a newcomer event or emerging agency that demonstrates outstanding potential, creativity, and innovation, signalling a strong future presence in the meetings industry.

Special categories will be awarded by the jury.

SUB-CATEGORIES

Once you choose the main category for your event, you can define the sub-category from the list. One sub-category is included in the entry fee. If you would like to select more than one sub-category, an additional fee applies.

NOTE: Winners in sub-categories will only be selected if more than 3 projects are competing in that sub-category.

- 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.
- 14. 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.
- 15. 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.
- 16. 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 24 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. The jury reserves the right to move/remove events to different categories if they believe the project does not fit in that category.



JURY PRESIDENT

Angeles Moreno

AIM Group
Spain



Jose Garcia Aguarod

Eventoplus
Spain



Patrick Delaney

Soolnua
Ireland



Luca Favetta

World Tourism
Forum Institute
Switzerland



Anja Garbajs

Poslovni Mediji
Slovenia



Jan-Jaap In der Maur

Masters in Moderation
The Netherlands



Łukasz Klimczak

BESPOKE
Poland



Stefan Kozak

Creative Pro Group
Slovakia



Ivo J. Franschitz

ENITED
Austria



Inese Lukaševska

LUKA AGENCY
Latvia



Kim Myhre

Experience Designed
United Kingdom



Jens Mayer

Jack Morton
Germany



Manuela Šola

Komunikacijski
laboratorij
Croatia



Pigalle Tavakkoli

School of
Experience Design
UK



Boštjan Prijanovič

New Moment
Slovenia



Vesna Vlašić

McCann
Bosnia and Herzegovina



Maarten Schram

LiveCom Alliance
Germany



Meta Pavlin

Avdić

prvi.prvi
Slovenia



Norbert Pýcha

EVENT ARENA
Czech Republic



Aleksandra Cichecka

Alior Bank SA
Poland



Mary Kirillova

BEIC
Estonia



Ruth Ann

Felismino

CGIAR
France



Bethan Morgans

ZOOM
United Kingdom



Christoffer

Sapienza

DNB Creative
Norway

New for 2025: Introducing the Client Jury

For the first time, we are proud to introduce the Client Jury—a distinguished panel of corporate and brand-side professionals who will bring fresh perspectives from the client's point of view. This new category of judges will evaluate shortlisted events based on real-world impact, relevance, and strategic value for clients.

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 **30 May 2025 (early fee)** or **18 July 2025 (regular fee)**. **A submission is considered finalised only after the entry fee** has been successfully paid. Please write to 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.

THE WINNERS IN 2024

Who took the Conventa Best Event Award home in 2024?

The competition's grand finale took place on 9 September 2024 at the Conventa Crossover conference at Center Rog, where the winners were announced. From 44 projects that made it into the final round of voting, 4 winners were selected; the best B2B, B2C, B2I, and CROSSOVER events. Furthermore, 3 special awards were given out at the award ceremony.

WINNERS 2024



Conventa Best Event Award

Don't let your groundbreaking events go unnoticed!

Enter the competition

Get in touch

Technical support

Aleksandra Petrovska

E: aleksandra@toleranca.eu

Entries

Gorazd Čad

E: gorazd.cad@toleranca.eu

+386 40 530 112

Payments

Natalija Bah Čad

E: natalija@toleranca.eu

+386 40 882 444

Toleranca marketing office

Štihova ulica 4, 1000 Ljubljana,

VAT number: SI78162246

T: +386 1 430 51 03

W: www.toleranca.eu

