



Crossover Programme 2025

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

Festival of events for creative minds

8 - 9 September 2025  
Ljubljana, Slovenia

Since 2016

## NO MORE BORING MEETINGS

A meeting is not a schedule, it's a journey.

### THE "NO MORE BORING MEETINGS" PHILOSOPHY

We **ENGAGE** minds through **CO-CREATION**

**CO-CREATION** stimulates the **SENSES**

**SENSES** open the heart and ignite **EMOTIONS**

*And when emotion takes over, boring **becomes impossible.***

## TWO PATHWAYS 2025

1.

### THE PERFECT PITCH

Learn how to craft and deliver winning event proposals. This session explores the neuroscience of persuasion, storytelling, decision-making, and stage presence, backed by real examples of best and worst practices. A timeless topic, tackled from new angles.

2.

### THE MEDITERRANEAN CRADLE

Timeless wisdom from the cradle of civilisation, reimagined for today's event industry. This bespoke session features a select few voices offering personal insight, guided by the principle: less is more.

## MODERATORS



**Bo KRÜGER**  
Meeting Designer,  
Facilitator and Speaker,  
Moving Minds

Bo Krüger is an internationally renowned meeting designer, facilitator, and keynote speaker, widely recognised for creating meaningful and interactive event experiences. As the founder of Moving Minds, he helps organisations design events that spark creativity, encourage collaboration, and deliver lasting impact. With over two decades of experience and a deep understanding of the psychology of meetings, Bo is known for his innovative formats and human-centered approach. A true friend of our event, Bo has been the trusted moderator of the Crossover Conference, where his insight, humour, and energy consistently elevate the entire experience.



**Juraj HOLUB**  
Speaking Heroes, CEO  
& Founder

Juraj Holub is the CEO and founder of Speaking Heroes, a company dedicated to empowering speakers to inspire through storytelling, authenticity, and stage presence. As a former award-winning Chief Meeting Designer at Slido, he helped shape the future of audience engagement at events across the globe. With a strong background in event technology and speaker coaching, Juraj now guides presenters in unlocking their full potential on stage.

As the charismatic host of the Award Night, he brings the perfect mix of warmth, elegance, and energy—turning every moment into an unforgettable celebration.



**DAY 1**

# BEST EVENT AWARD LIVE PRESENTATIONS & AWARDS CEREMONY

*Venue: Ljubljana Castle, Palacij Hall*

08:30 – 09:30	X	Registration & morning coffee
09:30 – 09:45	X	Conventa Best Event Award 2025 debrief
09:45 – 10:45	X	<b>FINALISTS IN THE B2B EVENTS CATEGORY</b>
10:45 – 11:00	X	Brain Break 1 by <i>Bo KRÜGER</i>
11:00 – 12:00	X	<b>FINALISTS IN THE B2C CATEGORY</b>
12:00 – 12:15	X	Brain Break 1 by <i>Bo KRÜGER</i>
12:15 – 13:15	X	<b>FINALISTS IN THE CROSSOVER CATEGORY</b>
13:15 – 14:15	X	Networking lunch
14:15 – 15:15	X	<b>FINALISTS IN THE B2E EVENTS CATEGORY</b>
15:50 – 15:30	X	Brain Break 3 by <i>Bo KRÜGER</i>
15:30 – 16:30	X	<b>FINALISTS IN THE CROSSOVER EVENTS CATEGORY</b>
16:30 – 17:00	X	Networking break
17:00 – 17:30	X	Roundtable with Jury Members Moderated by <i>Jury Members</i>
17:30 – 19:00	X	Closed jury meeting and selection of winners
20:00	X	Dine around Ljubljana



## ZERO BULLSHIT EVENT PHILOSOPHY©

By attending the event, you will become a member of the Crossover family, helping us chart the future of the meetings industry. Our conference will help you keep abreast of trends and discover best practice cases. The **Zero Bullshit** and **No More Boring Meetings** approach are part of Conventa Crossover's DNA.

# DAY 2 CONVENTA CROSSOVER 2025

Venue: Ljubljana Castle, Palacij Hall

08:00 – 08:45	X	Registration & morning coffee
08:45 – 09:00	X	Introduction
09:00 – 09:15	X	<b>PITCH YOUR LIFE IN ONE MINUTE</b> A high-energy icebreaker session
09:15 – 10:00	X	<b>CENTRE STAGE: Co-creation</b> <b>FIRE TALK 1: 27 Names Barometer Presentation by Ivo F. FRANSCHITZ</b> Format Crossover Talk / 18 minutes + discussion  <b>CENTRE STAGE: Engagement</b> <b>FIRE TALK 2: In the Age of AI, Authentic Intelligence will win. by Gerd de BRUYCKER</b> Format Crossover Talk / 18 minutes + discussion
10:00 – 10:05	X	Time to create the groups
10:05 – 10:30	X	<b>THE PITCH ARENA</b> <b>PART 1: CLASH OF CREATIVITY - Agencies vs Clients</b> 1-minute surprise pitch followed by a 3-minute rapid-fire talk from each of three leading agencies and potential clients
10:30 – 10:50	X	<b>THE PITCH ARENA</b> <b>PART 2: STRATEGIC MATCH - Destinations vs Associations</b> 1-minute surprise pitch followed by a 3-minute rapid-fire talk from each of three leading agencies and potential clients
10:50 – 11:10	X	<b>THE PITCH ARENA</b> <b>PART 3: The Pitch Battlefield</b> Time to take sides! A moderated, high-energy debate where two teams argue opposing views on the future of pitching, collaboration, or industry challenges. Let the audience decide who wins the war of words.
11:10 – 11:30	X	Short break
11:30 – 12:15	X	<b>CASTLE EXPERIENCE</b>
12:15 – 14:00	X	Creative lunch with artists
14:00 – 14.25	X	<b>CENTRE STAGE: Emotions</b> <b>FIRE TALK 3: Why Experiences Matter, Goc O'CALLAGHAN</b> Format Crossover Talk / 18 minutes + discussion
14:25 – 14:50	X	<b>CENTRE STAGE: The knowledge of neuroscience</b> <b>FIRE TALK 4: A neuroscience of Persuasion by Carmen SIMON</b> Format Crossover Talk / 18 minutes + discussion
14:50– 15:30	X	<b>F*!#UPS AT EVENTS - ANYTHING THAT CAN GO WRONG WILL GO WRONG</b> Interviews with four amazing Conventa Best Event Award Finalists 2025 Event Disaster Bingo
15:30 – 16:00	X	Short break

- 16:00 – 16:30** ✕ **CENTRE STAGE: The mediterranean cradle**  
**FIRE TALK 5: Losing our World – is There Anything We Can Still Learn from the Ancients?** by *Dr. Gregor POBEŽIN*  
 Format Crossover Talk / 25 minutes + discussion
- 16:30 – 17:00** ✕ **CENTRE STAGE: The mediterranean cradle**  
**FIRE TALK 6: TBA**  
 Format Crossover Talk / 25 minutes + discussion
- 17:00 – 17:30** ✕ **“Socrates Says”**  
 End on a high. Question everything. Move like a Greek philosopher

**20:00 – 21:00** ✕ **CONVENTA BEST EVENT AWARD CERAMONY**  
 Award ceremony  
**Venue: Ljubljana Castle, Palacij Hall**

**21:00 – 23:00** ✕ **CONVENTA BEST EVENT AWARD PARTY**  
 Afterparty  
**Venue: Ljubljana Castle, Palacij Hall**  
 Mark your calendars for the gala award ceremony honouring the best events (and event organisers!) in EUROPE in 2025



**WEDNESDAY, 10 September 2025**

## **DAY 3** **WORKSHOP DAY**

**Venue: TBA**

- 09:00 – 12:00** ✕ **WORKSHOP 1: TBA**
- 09:00 – 12:00** ✕ **WORKSHOP 2: Become Master of Moderation**



**Juraj HOLUB**

Join Juraj Holub for a hands-on moderation workshop that will transform how you lead panels and events. Learn to steer conversations, energize audiences, and handle surprises like a pro—authentic, poised, and fully prepared.

- 09:00 – 12:00** ✕ **WORKSHOP 3: Meetovation**



**Bo KRUGER**

Discover Meetovation—a dynamic Danish approach to meeting design. Led by Bo Krüger, this workshop equips you with tools to boost participation, creativity, and impact. Learn to transform meetings into engaging, purposeful experiences that truly connect and inspire.