

Crossover Programme 2025

10th 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

08:45 – 09:00	X	Conventa Best Event Award 2025 Debrief
09:00 – 09:56	X	Jury Panel 1
09:00	X	B2B: Atea Community 2024, Just Cruzin Production AS
09:07	X	B2B: CHARGED TO LEAD, Desafio Global
09:14	X	B2B: Croatia Airlines, Croatia Airlines
09:21	X	B2B: Deloitte IRGA Awards, Desafio Global
09:28	X	B2B: Derigo Sunday Event and Gala Dinner, AIM Group International
09:35	X	B2B: Future Unfold, Magna Events
09:42	X	B2B: ICCA Mediterranean Chapter Meeting 2025, MIROSS BTA/PCO/DMC/VEO
09:49	X	B2B: International Astronautical Congress IAC 2024, AIM Group International
09:56	X	Change of jury
10:00 – 11:03	X	Jury Panel 2
10:00	X	B2B: Ljubljana Food Crawl Virtuoso 2024, Ljubljana Tourism
10:07	X	B2B: MBF 2024, Alert agency
10:14	X	B2B: McDonald's Poland Operational Convention 2025, PLEJ
10:21	X	B2B: New Trends in Tourism, Gdansk Tourism Organization
10:28	X	B2B: Official BYD launch on the Czech market, Creative Pro (CZ), s.r.o.
10:35	X	B2B: Orange Business Conference 2025, Creative Pro, a.s.
10:42	X	B2B: Tauron Nowa Energia by BLUEXPRIENCE, BLUEXPRIENCE
10:49	X	B2B: The Next Horizon: Jezeršek Catering Marks Its Expansion with a Spectacular Evening at Taggenbrunn Castle, Jezeršek gostinstvo
10:56	X	B2B: United Illusions Virtual Production Studio - the grand opening, Visual Europe Group
11:05 – 11:15	X	Coffee break & Change of jury
11:15 – 12:11	X	Jury Panel 3
11:15	X	B2C: 1 st FIRA GALA for Scientific Research in Rheumatology, AIM Group International

11:22	X	B2C: 2024 Rhythmic Gymnastics European Championships Budapest , Lounge Group – Visual Europe Group
11:29	X	B2C: 45th FIDE Chess Olympiad , Lounge Group – Visual Europe Group
11:36	X	B2C: ATM Job in Tour , AIM Group International
11:43	X	B2C: Baking with Akis - 24Kitchen (The Walt Disney Company CEE) , Komunikacijski laboratorij
11:50	X	B2C: Ballet Under the Stars , Slovene National Theatre Maribor
11:57	X	B2C: Bécation by BÉBÉ , Alert agency
12:04	X	B2C: Bratislava Coronation Days 2024 , Bratislava Tourist Board
12:11	X	B2C: Garnier Green On , Creative Pro (PL)
12:18	X	Change of jury
12:22 – 13:18	X	Jury Panel 4
12:22	X	B2C: Iniciativa Educação - Ser PRO , Imotion Events
12:29	X	B2C: Launch of the all-electric Macan , Paideia Events
12:36	X	B2C: Maribor City Day 2024 , Municipality of Maribor
12:43	X	B2C: OQS - Olympic Qualifier Series Budapest 2024 , Lounge Group – Visual Europe Group
12:50	X	B2C: Pepito Day , Oltre Consulting - AIM Group International
12:57	X	B2C: Slovenska Sporitelna Bank Zone at Pohoda 2025 , Creative Pro, a.s.
13:04	X	B2C: The Grand Opening of the Czech Youth Olympic Games , Art4promotion
13:11	X	B2C: The II Festival of Polish Food #BuyConsciously , El Padre
13:18	X	B2C: World Aquatics Swimming Championships (25 m) 2024 , Lounge Group – Visual Europe Group
13:30 – 14:30	X	Networking Lunch & Change of jury
14:30 – 15:47	X	Jury Panel 5
14:30	X	B2E: Castrol - Distributor Conference 2024 , Imotion Events
14:37	X	B2E: Conversations Under the Sign of the Centaur , El Padre
14:44	X	B2E: DNB Eiendom: Top One Academy , JCP Event
14:51	X	B2E: Gold Rush - Teambuilding Event for AtkinsRéalis by Universum Events , Universum Events
14:58	X	B2E: Growing the Future Together , MEDUZA EVENTS
15:05	X	B2E: Healthy&Happy , Komunikacijski laboratorij
15:12	X	B2E: NLB Group Sports Games: New Horizons. Same Passion. One Team. , NLB d.d.

15:19	X	B2E: Party Like Norwegian , JCP Event
15:26	X	B2E: SEB Award ceremony 2024 , MEDUZA EVENTS
15:33	X	B2E: Siemens - Recognize 2024 , Imotion Events
15:40	X	B2E: Sonae - Annual Meeting 2024 , Imotion Events
15:47	X	B2E: University of Slovak Power Plants (SE) III , Creative Pro, a.s.
15:55 – 16:10	X	Coffee Break & Change of jury
16:10 – 16:59	X	Jury Panel 6
16:10	X	CROSSOVER: 6th Alpen Adria Dementia Congress , Alert agency
16:17	X	CROSSOVER: Deep Tech Atelier , Ideju Instituts
16:24	X	CROSSOVER: Journal 10 – Anniversary , Alert agency
16:31	X	CROSSOVER: McDonald's Poland Christmas Party , El Padre Sp. z.o.o.
16:38	X	CROSSOVER: O Noapte în Africa – End of Year Party by Universum Events for Romcim , a CRH Company, Universum Events
16:45	X	CROSSOVER: Orlen 2035 Strategy , PLEJ
16:52	X	CROSSOVER: Syoss relauch event , Alert agency
16:59	X	CROSSOVER: WAS#20 Bali - Universum Events for Vox Solutions , Universum Events
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	PITCH YOUR LIFE IN ONE MINUTE A high-energy icebreaker session
09:15 – 10:00	X	CENTRE STAGE: Co-creation FIRE TALK 1: New Europe's Live Experience Frontier: Creativity, Engagement, and Strategic Partnerships, by Lana BEDEKOVIĆ ROSANDIĆ, Boštjan PRIJANOVIČ and Ivo J FRANSCHITZ Format Crossover Talk / 18 minutes + discussion
		CENTRE STAGE: Engagement FIRE TALK 2: In the Age of AI, Authentic Intelligence will win. by Gerd de BRUYCKER Format Crossover Talk / 18 minutes + discussion
10:00 – 10:05	X	Time to create the groups
10:05 – 10:30	X	THE PITCH ARENA PART 1: CLASH OF CREATIVITY - Agencies vs Clients 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	THE PITCH ARENA PART 2: STRATEGIC MATCH - Destinations vs Associations 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	THE PITCH ARENA PART 3: The Pitch Battlefield 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	CASTLE EXPERIENCE
12:15 – 14:00	X	Creative lunch with artists
14:00 – 14:25	X	CENTRE STAGE: Emotions FIRE TALK 3: Why Experiences Matter by Goc O'CALLAGHAN Format Crossover Talk / 18 minutes + discussion
14:25 – 14:50	X	CENTRE STAGE: The knowledge of neuroscience FIRE TALK 4: A neuroscience of Persuasion by Carmen SIMON Format Crossover Talk / 18 minutes + discussion
14:50 – 15:30	X	F*!#UPS AT EVENTS - ANYTHING THAT CAN GO WRONG WILL GO WRONG Interviews with four amazing Conventa Best Event Award Finalists 2025 Event Disaster Bingo

- 15:30 – 16:00** ✕ **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: Tourists and Tourism Workers in the Mediterranean, Unite! by *Nejc POHAR*
 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: Centre Rog

09:00 – 12:00 ✕ **WORKSHOP 2: Train the Moderators: Become an Engaging Host**



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: From Spectator to Creator: Design Meetings That Matter**



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.