



CONVENTA BEST EVENT AWARD



Press Release
For Immediate Release
Ljubljana, 10 September 2025

THE BEST EVENTS IN EUROPE ANNOUNCED IN LJUBLJANA

Winners of the prestigious Conventa Best Event Award competition announced at Ljubljana Castle

The Conventa Crossover festival celebrated the best events of 2025 at an award ceremony held on 9 September 2025 at Ljubljana Castle. Greek agency Magna Events claimed the top Grand Prix award for their project Future Unfold. The title of best Slovenian event went to the Launch of the all-electric Macan, organised by Paideia Events. A distinguished 24-member international jury, led by Jury President Angeles Moreno, selected the finalists and winners.

Below is the list of winners according to categories:

GRAND PRIX WINNER 2025

Winner 2025 **Future Unfold, Magna Events, Greece**

// WINNERS IN MAIN CATEGORIES

BEST B2B EVENT 2025

3rd **CHARGED TO LEAD, Desafio Global, Portugal**
2nd **Deloitte IRGA Awards, Desafio Global, Portugal**
1st - Winner 2025 **Future Unfold, Magna Events, Greece**

BEST B2C EVENT 2025

3rd **45th FIDE Chess Olympiad, Lounge Group – Visual Europe Group, Hungary**
2nd **Garnier Green On, Creative Pro (PL), Poland**
1st - Winner 2025 **The Grand Opening of the Czech Youth Olympic Games, Art4promotion, Czech Republic**

BEST B2E EVENT 2025

3rd **Party Like Norwegian, JCP Event, Norway**
2nd **Gold Rush - Teambuilding Event for AtkinsRéalis, Universum Events, Romania**
1st - Winner 2025 **DNB Eiendom: Top One Academy, JCP Event, Norway**

BEST CROSSOVER EVENT 2025

3rd **3rd Journal 10 – Anniversary, Alert Agency, Croatia**
2nd **2nd Orlen 2035 Strategy, PLEJ, Poland**
1st - Winner 2025 **Syoss Relaunch Event, Alert Agency, Croatia**

BEST SLOVENIAN EVENT

- 3rd Ljubljana Food Crawl Virtuoso 2024, Ljubljana Tourism, Slovenia
2nd The Next Horizon, Jezeršek Catering, Slovenia
1st - Winner 2025 Launch of the all-electric Macan, Paideia Events, Slovenia

// SPECIAL AWARDS WINNERS

SPECIAL AWARDS - BEST IN CREATIVITY

The Grand Opening of the Czech Youth Olympic Games, Art4promotion, Czech Republic

SPECIAL AWARDS – BEST IN CSR

“Growing the Future Together”, MEDUZA EVENTS, Latvia

SPECIAL AWARDS - BEST USE OF TECHNOLOGY

United Illusions Virtual Production Studio - the grand opening, Visual Europe Group, Hungary

SPECIAL AWARDS - BEST IN COMMUNITY BUILDING

Ballet Under the Stars, Slovene National Theatre Maribor, Slovenia

SPECIAL AWARDS – BEST SUSTAINABLE EVENT

Atea Community 2024, Just Cruzin Production AS, Norway

SPECIAL AWARDS – BEST IN STRATEGIC COMMUNICATION

Bécation by BÉBÉ, Alert Agency, Croatia

SPECIAL AWARDS - BEST EVENT AGENCY

JCP Event, Norway

AUDIENCE AWARD 2025

Official BYD launch on the Czech market, Creative Pro (CZ), s.r.o., Czech Republic

// WINNERS IN SUBCATEGORIES

BEST CONFERENCE, CONGRESS, CONVENTION

CHARGED TO LEAD, Desafio Global, Portugal

BEST PRODUCT OR SERVICE LAUNCH

Syoss relaunch event, Alert Agency, Croatia

BEST CEREMONY

Deloitte IRGA Awards, Desafio Global, Portugal

BEST INTERNAL TRAINING/EDUCATION EVENT

6th Alpen Adria Dementia Congress, Alert Agency, Austria

BEST INTERNAL CELEBRATION

Party Like Norwegian, JCP Event, Norway

BEST POP-UP EVENT

Ljubljana Food Crawl Virtuoso 2024, Ljubljana Tourism, Slovenia

BEST BRAND ACTIVATION

Garnier Green On, Creative Pro (PL), Poland

BEST NON-PROFIT EVENT

Maribor City Day 2024, Municipality of Maribor, Slovenia

BEST TEAMBUILDING EVENT

DNB Eiendom: Top One Academy, JCP Event, Norway

BEST PRESS EVENT

Orlen 2035 Strategy, PLEJ, Poland

BEST SPORTS EVENT

45th FIDE Chess Olympiad, Lounge Group – Visual Europe Group, Hungary

The crème de la crème of the European events industry will again convene in Ljubljana in September 2026 for the 11th edition of the festival. The competition for the best events, which has been taking place since 2012, will again transform Ljubljana into the centre of European creativity in event organising.

The festival is organised by Toleranca marketing and the Conventa trade show, in partnership with Ljubljana Tourism, the Slovenian Tourist Board, and the Slovenian Convention Bureau.

// MEDIA MATERIALS

- Final event programme: https://www.crossover.si/wp-content/uploads/2025/08/Conventa_Crossover_2025_Programme_v5.pdf
- Conventa Crossover photo gallery: <https://www.crossover.si/photo-library/>
- Video Crossover 2024: <https://youtu.be/k8Wk6VS3afY?si=KcMSd5Lc5t9zLVdi>
- Video Crossover 2023: https://youtu.be/_hwzOodQMrw?si=OSKO2J7kAtbyDnVe
- Video Crossover 2022: <https://youtu.be/OML30K4YtJY?si=X705RRI648LE33ht>

// PRESS INFORMATION

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Instagram: <https://www.instagram.com/conventacrossover/>

LinkedIn: <https://www.linkedin.com/company/conventa-2023>

