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Crossover Preliminary Programme 2024

9th CONVENTA CROSSOVER

Festival of events for creative minds

9 - 10 September 2024
Ljubljana, Slovenia

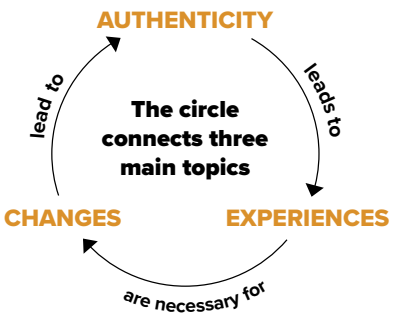
AUTHENTICITY or AITHENTICITY

From generic EVENTS to holistic EXPERIENCES

WHICH TOPICS WILL CROSSOVER COVER?

Giorgio Armani once said elegance is not about being noticed but being remembered. The world's most successful events closely resemble his description. This less-is-more concept champions more quality over quantity, advocating regeneration and generating less carbon footprint. Our industry, however, (too) often relies on the concept of "more and more", wanting to influence event participants' sight, smell, touch, taste, feeling and hearing. In a time of overproduction, Conventa Crossover will provide a space for discussing the impact of AI on event productions to help participants find a balance between technology and authenticity. In 2024, we will be on the lookout for events that continue to be safe havens of authentic human interaction.

CIRCULAR TOPICS 2024



PARTNERS

OFFICIAL AIR CARRIER

SUNDAY, 8 September 2024

DAY 0 EXPERIENCE DAY (from ACTION to CONNECTION)

Morning — **The arrival of attendees in Ljubljana**

14:00 – 18:00

Experience 1: Become a birdwatcher for a day
Vodomčev gaj - Explore the fascinating world of birds

Experience 2: Roam the living room of Ljubljana's best architect
Why are Plečnik's architectural masterpieces on the UNESCO World Heritage Site list?

Experience 3: Hands-on handicraft workshop in Ljubljana's old town
Head to the city centre for a creative handicraft workshop

More information can be found on the website: https://www.crossover.si/programme/

19:00 — **Informal evening hideout on Ljubljana's riverside**

DAY 1 BEST EVENT AWARD LIVE PRESENTATIONS & AWARDS CEREMONY

***Venue:** Center Rog, Ljubljana*

08:30 – 09:30	**REGISTRATION & COFFEE**
09:30 – 10:00	**CONVENTA BEST EVENT AWARD 2023 DEBRIEF**
10:00 – 11:00	**FINALISTS IN THE B2B EVENTS CATEGORY**
11:00 – 12:00	**FINALISTS IN THE B2B EVENTS CATEGORY**
12:00 – 13:00	**FINALISTS IN THE B2C EVENTS CATEGORY**
13:00 – 14:00	**NETWORKING LUNCH**
14:00 – 15:00	**FINALISTS IN THE B2C EVENTS CATEGORY**
15:00 – 16:00	**FINALISTS IN THE B2E AND CROSSOVER EVENTS CATEGORY**
16:00 – 16:30	**NETWORKING BREAK**
16:30 – 17:00	**WRAP-UP OF THE DAY**
18:00 – 20:00	**JURY MEETING** Jury Meeting and Selection of Winners
20:00	**DINE AROUND LJUBLJANA** Meet 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 2024

***Venue:** Center Rog, Ljubljana*

08:00 – 08:45 **REGISTRATION & COFFEE**

08:45 – 09:00 **OPENING CEREMONY**
With a very, very SPECIAL GUEST, moderated by **Juraj HOLUB**

CENTRE STAGE: AUTHENTICITY OR AITHENTICITY

09:05 – 09:25 **Fire Talk 1:**
Genevieve LECLERC, MEET4IMPACT.global
How to measure event impact and legacy
Format Crossover Talk / 15 minutes + discussion

09:25 – 09:45 **Fire Talk 2:**
Claus RAASTED, The College of Extraordinary Experiences
We need to forget about authentic, and talk about authentic-ish
Format Crossover Talk / 15 minutes + discussion

09:45 – 10:10 **MEET THE ARTIST**
Want to know more about art and artists but don't know where to start?

10:10 – 11:20 **GLOBAL CREATIVE MINDS REVEALING SECRETS OF THEIR WINNING PROJECTS:**

1. Bartel VAN ISEGHEM, Meet Marcel
BEA World Award 2023: Okkult

2. Gergely "KOGE« KOROS, Universum 8
CBEA Europe Award 2023: Judit Polgár VS The World

3. Christian POHLMANN, fischerAppelt, live marketing
BEA World Award 2023: The Homeless Gallery

4. Inese LUKAŠEVSKA, Luka
BEA World Award 2023: The Garden of Eden

11:20 – 12:15 **MEET THE ARTISTS in the Creative Labs and studios of Center Rog**

12:15 - 14:00 **CROSSOVER OPEN SPACE with CREATIVE LUNCH**
Planet Positive Catering Experience

CENTRE STAGE: AUTHENTICITY OR AITHENTICITY

14:00 - 14:20 **Fire Talk 3:**
Djordje JOVANOVIĆ, Xiaomi
A day in the life of the marketing Che Guevara
Format Crossover Talk / 15 minutes + discussion

14:20 - 14:40 **Fire Talk 4:**
Tomaž VALJAVEC, Microsoft
Revolutionizing Events: AI's Role in Crafting Authentic Experiences
Format Crossover Talk / 15 minutes + discussion

14:45 – 15:30 **F*!#UPS AT EVENTS - ANYTHING THAT CAN GO WRONG WILL GO WRONG**
Interview with an amazing Conventa Best Event Award Finalists 2024.
Moderated by **Jan ORŠIČ** and **Gorazd ČAD**

1. **Ian BITRAN, Executive Director ISPIM - The International Society for Professional Innovation Management (confirmed)**

2. **Angeles MORENO, Aim Group International**

Two more speakers to be annouced

15:30 – 15:45 **BREAK**

15:45 – 16:45 **“FUBAR* SLAM”**
First live storytelling slam in the events industry

Slammers have a given time limit of five minutes to tell a story based on four themes. It’s all about telling true stories as remembered by the storyteller. Stories are told, not read. Read more at www.crossover.si.

16:45 – 17:00 **CLOSING CEREMONY**
With a very, very SPECIAL GUEST, moderated by **Juraj HOLUB**

17:00 **CHILL OUT ON THE TERRACE OF CENTER ROG**

20:00 **CONVENTA BEST EVENT AWARD & PARTY**
Grand Finale and Award Ceremony honouring the best events and event organisers in EUROPE in 2024

Venue: *Ljubljana Castle*

DAY 3 WORKSHOP DAY in collaboration with Slovenian Convention Bureau

Venue: *Center Rog, Ljubljana*

09:00 – 12:00 **WORKSHOP 1**

THE IMPACT OF THE MEETINGS INDUSTRY AND ITS LEGACY
Impact workshop with **Genevieve LECLERC**, MEET4IMPACT.global
Only for members of the Slovenian Convention Bureau

09:00 – 12:00 **WORKSHOP 2**

SUSTAINABILITY OR THE EMPEROR’S NEW CLOTHES
Planet Positive Event workshop and certification with **Gorazd ČAD**, Planet Positive Event

09:00 – 12:00 **WORKSHOP 3**

TBD