



CONVENTA BEST EVENT AWARD 2025



MONDAY, September 8, 2025

FINALISTS LINE-UP

Venue: Ljubljana Castle

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**



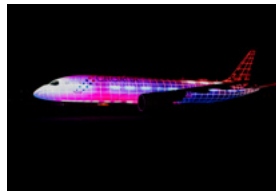
Atea Community is Norway's leading IT conference, gathering 3,000+ professionals across six cities. Targeting decision-makers in both public and private sectors, it offers 96 sessions, showcases, and networking arenas to drive dialogue, innovation, and partnerships. Celebrating its 20th year in 2024, the event has become a benchmark for strategic tech engagement and a cornerstone of Atea's B2B strategy in the Nordics.

09:07 X **B2B: CHARGED TO LEAD, Desafio Global**



The event where innovation meets ambition. A fully immersive Toyota world designed to inspire, engage, and shape the future. Every touchpoint sparked interaction and emotion—from exhibition areas and impactful auditoriums with choreographed car reveals to a gala dinner with a bespoke show that left lasting memories. The experience celebrated delegates, shared Toyota's vision and strategies, strengthened partnerships, and exclusively unveiled the future lineup—earning overwhelming praise for excellence and success.

09:14 X **B2B: Croatia Airlines, Croatia Airlines**



Croatia Airlines celebrated its 35th anniversary with a landmark event at its Technical Centre in Zagreb Airport. The occasion honored the airline's legacy, introduced its future with a renewed Airbus A220 fleet, and unveiled a new visual identity through modern uniforms. It also highlighted Croatia Airlines' role in connecting the country to the world, while expressing gratitude to partners, employees, and passengers, and strengthening ties with key stakeholders.

09:21 X **B2B: Deloitte IRGA Awards, Desafio Global**



An event celebrating leadership and innovation by merging human creativity with AI, positioning Deloitte as a pioneer in digital transformation. Inside the AI Dome, projection mapping, motion graphics, and 360° immersive sound created a powerful sensory journey, highlighted by a live duet between a KUKA robot and a Fado singer. AI-curated catering added personalization to the experience. The event recognized top-performing companies, showcased AI as a driver of creativity and leadership, and reinforced Deloitte's role as a trusted partner for the future of business.

09:28



B2B: Derigo Sunday Event and Gala Dinner, AIM Group International



The Derigo Sunday Event and Gala Dinner in Lisbon marked a key brand activation for POLICE. Spanning boutique hotels and the historic Páteo da Galé, it combined client appreciation, a showcase of key products, the Spring 2026 men's collection debut, and the brand identity relaunch. Immersive installations highlighted eyewear and accessories, while the Gala Dinner featured a live runway presentation. Every detail—from lighting and soundtrack to bespoke décor—reflected POLICE's spirit of freedom, confidence, and contemporary urban style.

09:35



B2B: Future Unfold, Magna Events



Future Unfold, hosted at Megaron Athens Concert Hall by Magna Events for Grant Thornton, redefined live events by making AI a central, dynamic protagonist. The summit showcased AI's transformative potential in corporate innovation, combining volumetric LED technology and immersive storytelling into a real-time interactive experience. DragonO, an AI entity with 26,000 intelligent light neurons, adapted to audience cues, blending light, motion, and emotion. High-profile panels, including Greece's Prime Minister, complemented DragonO's performance, making the summit a landmark in technology-driven storytelling and business innovation.

09:42



B2B: ICCA Mediterranean Chapter Meeting 2025, MIROSS BTA/PCO/DMC/VEO



The ICCA Mediterranean Chapter Meeting 2025 at Belgrade's Sava Centar united Mediterranean meetings industry leaders to network, share knowledge, and explore sustainable, tech-forward practices. Amid regional tensions, the event highlighted the power of collaboration between MIROSS, Sava Centar, and local Convention Bureaux. It combined hybrid formats, interactive elements, and youth engagement to deliver an innovative, emotionally engaging, and flawlessly executed experience.

09:49



B2B: International Astronautical Congress IAC 2024, AIM Group International



The 75th International Astronautical Congress (IAC) 2024 transformed Milan into the global hub of space cooperation. Organized by the International Astronautical Federation with AIDAA, co-hosted by ASI and Leonardo, and managed by AIM Group International, the event fostered scientific exchange, innovation, policy dialogue, and public engagement. Hosted at MiCo, it brought together institutions, industries, and students for a record-breaking celebration of space through sessions, exhibitions, and immersive activities.

09:56



Change of the jury

10:00-11:03



Jury Panel 2

10:00



B2B: Ljubljana Food Crawl Virtuoso 2024, Ljubljana Tourism



Ljubljana and Slovenia hosted the Virtuoso® Chairman's Event in November 2024, welcoming over 130 luxury travel agency owners and managers from around the world. The event positioned Ljubljana as a premier luxury destination, showcasing its high-end offerings through exclusive experiences. A highlight was the Ljubljana Food Crawl, where eight groups explored eight iconic city locations, enjoying a curated journey of local flavours and culinary delights.

10:07



B2B: MBF 2024, Alert agency



MBF 2024, the largest B2B event in the Adriatic region, brought together diverse industries under one roof for the first time. Designed as a hub for investment and supply chain collaboration, it connected decision-makers, innovators, and visionaries to drive growth and innovation. The event featured globally recognized thought leaders, including design icon Karim Rashid, seismic engineering expert Professor David Biggs, and illustrator Carlo Stanga, who created a special artwork for MBF.

10:14



B2B: McDonald’s Poland Operational Convention 2025, PLEJ



The McDonald’s Poland Operational Convention 2025, the brand’s flagship internal event, hosted over 1,300 franchisees, employees, and partners. Held at AmberExpo Gdańsk, 12,000 m² of space was transformed into an immersive environment inspired by the Pomeranian region, featuring symbolic scenography, 19 thematic zones, and a tailor-made opening show. Coordinated across 11 hotels, the three-day program combined strategic content with visuals, music, and choreography, delivering a cohesive and emotional brand experience from invitation to execution.

10:21



B2B: New Trends in Tourism, Gdansk Tourism Organization

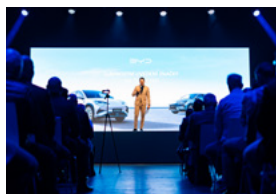


The 15th New Trends in Tourism, held in March 2025 at Gdańsk’s European Solidarity Centre, brought together nearly 400 tourism professionals under the theme “Authentically.” Focusing on the growing demand for genuine experiences, the conference explored how storytelling, inclusive design, local identity, and culinary heritage drive meaningful and sustainable tourism. Created in-house by Gdańsk Tourism Organization, the event showcased a fully local, community-driven approach

10:28



B2B: Official BYD launch on the Czech market, Creative Pro (CZ), s.r.o.



The official launch of BYD in the Czech Republic on April 1, 2025, marked a key milestone in the brand’s European expansion. Designed as a bold market entry, the event showcased BYD’s new-energy vehicles to press, B2B partners, and influencers through an immersive experience that generated media coverage, positioned BYD as a technology and sustainability leader, and sparked industry interest.

10:35



B2B: Orange Business Conference 2025, Creative Pro, a.s.

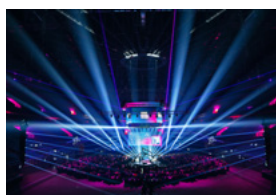


Why not host a business conference in Slovakia’s biggest football stadium? “Playing for a Safe Future” merged football VAR technology with cybersecurity, AI, and innovation to position Orange as a tech leader. The event educated clients on NIS2, AI, and 5G trends, reinforced Orange’s reputation, and generated up to 200% ROI in hot leads—turning the pitch into a platform for business opportunity.

10:42



B2B: Tauron Nowa Energia by BLUEXPRIENCE, BLUEXPRIENCE



The presentation of the new TAURON Group strategy at TAURON Arena Kraków engaged employees, partners, and stakeholders in celebrating the company’s next step in energy transformation. The event delivered strategic goals in a modern, accessible format, activated participants, and strengthened community, creating an inspiring, future-focused, and emotionally engaging experience around the Group’s development direction.

10:49 ✕ **B2B: The Next Horizon: Jezeršek Catering Marks Its Expansion with a Spectacular Evening at Taggenbrunn Castle, Jezeršek gostinstvo**



“The Next Horizon” marked Jezeršek Catering’s debut in Austria’s premium events market with a spectacular culinary evening at Taggenbrunn Castle. Over 500 guests experienced haute cuisine, wine, music, and architecture, celebrating the opening of the Castle Restaurant and Wine Bar & Café. The event showcased Jezeršek as a trusted catering partner, highlighted the venue’s potential, and reflected the brand’s values of responsible cuisine, excellence, and top-tier hospitality.

10:56 ✕ **B2B: United Illusions Virtual Production Studio - the grand opening, Visual Europe Group**



The United Illusions launch redefined studio unveilings as an immersive, cinematic experience. Designed for film and live events professionals, it connected creative worlds by letting producers, directors, and planners explore how the new virtual studio transforms storytelling. Guests became protagonists in a futuristic journey, experiencing the full potential of the studio and VEG’s headquarters like never before.

11:05- 11:15 ✕ **Coffee break & Change of jury**

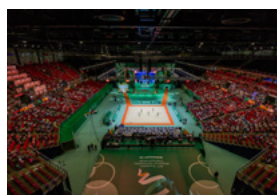
11:15-12:11 ✕ **Jury Panel 3**

11:15 ✕ **B2C: 1st FIRA GALA for Scientific Research in Rheumatology, AIM Group International**



The 1st FIRA Gala: Women in Motion, held on 20 May at Milan’s Museo Nazionale Scienza e Tecnologia “Leonardo da Vinci,” reimagined the charity dinner as an immersive journey through art, science, and performance. Combining guided tours, live violin, a Teatro alla Scala ballet, and a charity art auction, the Gala elevated FIRA’s visibility and raised funds for the inaugural “Carla Fracci” Research Grant, celebrating movement, creativity, and solidarity.

11:22 ✕ **B2C: 2024 Rhythmic Gymnastics European Championships Budapest, Lounge Group – Visual Europe Group**



The 40th Rhythmic Gymnastics European Championships took place May 22–26, 2024, at Budapest’s Papp László Sportaréna, marking the city’s third time hosting. Serving as the final Olympic qualifier for Paris 2024, the event featured 303 gymnasts from 40 countries—203 seniors and 100 juniors—competing for the last Olympic berths.

11:29 ✕ **B2C: 45th FIDE Chess Olympiad, Lounge Group – Visual Europe Group**



The 2024 Chess Olympiad, marking FIDE’s 100th anniversary, brought together teams from around the world in the largest event in chess. The edition featured special celebrations, promoted global visibility, and aimed to make chess more accessible, exciting, and inclusive for participants and spectators alike.

11:36 ✕ **B2C: ATM Job in Tour, AIM Group International**



ATM Job in Tour, a spring 2025 travelling recruitment initiative, turned Milan’s busy squares into “ATM villages” to showcase the company’s employer value, attract drivers and technical staff, and engage citizens. Through hands-on experiences, one-to-one HR interviews, and branded touchpoints, the Tour invited participants to “become the next face of ATM,” highlighting career growth, welfare, and commitment to a sustainable urban future.

11:43 ✕ **B2C: Baking with Akis - 24Kitchen (The Walt Disney Company CEE), Komunikacijski laboratorij**



To launch the new season of “Baking with Akis,” 24Kitchen brought Greek chef Akis Petretzikis to Zagreb for a two-day culinary experience. Highlights included an exclusive VIP masterclass with influencers and partners, and a public live cooking show at a popular gastro event. The initiative aimed to generate buzz, position Akis as a Greek culinary icon, and engage audiences through live interaction, media coverage, and influencer participation.

11:50 ✕ **B2C: Ballet Under the Stars, Slovene National Theatre Maribor**



Ballet Under the Stars is a free, open-air event each September in Maribor’s Main Square, marking SNG Maribor’s new theatre season. By bringing professional ballet under the night sky, it makes high-quality performances accessible to all—locals, visitors, and tourists alike. The event connects public institutions and partners, highlighting the city square as a vibrant space for culture and artistic expression.

11:57 ✕ **B2C: Bécation by BÉBÉ, Alert agency**



Bécation was a 3-day lifestyle influencer retreat on Korčula, created by BÉBÉ, the fashion brand of Serbian influencer Dunja Jovanić. Bringing together 15 top regional influencers, the immersive experience showcased BÉBÉ’s collections through curated activities, styling, and scenography. Every moment—from yoga to Michelin-star dinners—highlighted the brand, boosting sales, elevating positioning, and deepening emotional connection with its community.

12:04 ✕ **B2C: Bratislava Coronation Days 2024, Bratislava Tourist Board**



Bratislava Coronation Days is an annual cultural festival celebrating the city’s royal heritage. In 2024 (16–18 August), the event commemorated Joseph I’s 1687 coronation, reviving Bratislava’s 300-year-old tradition as the coronation seat of Hungarian monarchs. Highlights included a majestic procession, family-friendly activities, and guided multilingual historical tours. The festival aimed to bring history to life, engage families and international visitors, support local performers, and promote Bratislava as a vibrant cultural destination.

12:11 ✕ **B2C: Garnier Green On, Creative Pro (PL)**



Garnier Green On was an immersive nationwide campaign highlighting Garnier’s sustainability initiatives and product performance. Targeting eco-conscious consumers, influencers, and media, the campaign aimed to reinforce Garnier’s brand positioning by connecting its heritage with a commitment to green innovation. Key objectives included building consumer trust, showcasing eco-conscious initiatives, and raising awareness of sustainability goals. Attendees were expected to gain a deeper understanding of Garnier’s product efficacy, green beauty innovations, and vision for a sustainable future.

12:18 ✕ **Change of jury**

12:22-13:18 ✕ **Jury Panel 4**

12:22 ✕ **B2C: Iniciativa Educação - Ser PRO, Imotion Events**



SER PRO was part of the Iniciativa Educação programme, designed to inspire students from professional and technological education tracks. Hosted at WOW in Porto, the event aimed to bring the future closer through hands-on experiences in Artificial Intelligence, ethics, and personal development. Key objectives included fostering community, strengthening a sense of belonging, and showcasing the SER PRO model in action. The day featured talks, workshops, and immersive experiences, allowing young participants to engage with companies, technology, and each other. Hosted by João Paulo Sousa, the event combined youthful energy with meaningful, credible content.

12:29 X **B2C: Launch of the all-electric Macan, Paideia Events**



Porsche unveiled the long-anticipated all-electric Macan with a spectacular launch event that merged innovation, heritage, and storytelling. More than a car reveal, it was a bold statement about Porsche’s electric future—celebrating precision engineering, timeless design, and sustainable performance. Hosted for media, VIPs, partners, and brand enthusiasts, the experience showcased how Porsche continues to fuse tradition with cutting-edge technology. By positioning the Macan as the icon of its electric transformation, the event reinforced Porsche’s role as a leader in sustainable luxury and high-performance mobility.

12:36 X **B2C: Maribor City Day 2024, Municipality of Maribor**



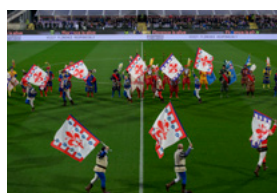
Maribor City Day, celebrated on October 20th, honors the city’s first mention in 1164 with a vibrant programme that unites citizens through history, culture, and shared experiences. In 2024, the celebration expanded beyond the traditional ceremony honoring local contributors to include open public spaces, a youth-driven Silent Party, and “Five Hills, Five Concerts”—an evening hike blending music, nature, and connection. Bridging past and future, tradition and creativity, the event fostered civic pride and transformed Maribor into a shared heartbeat.

12:43 X **B2C: OQS - Olympic Qualifier Series Budapest 2024, Lounge Group – Visual Europe Group**



The Olympic Qualifier Series (OQS) Budapest 2024, held June 20–23 at Ludovika Campus, blended elite urban sports with cultural celebration. As the final chance to qualify for Paris 2024, over 450 athletes from 120+ federations competed in BMX freestyle, breaking, skateboarding, and sport climbing for 150 Olympic spots. With 60,000 spectators, free entry, and a vibrant festival atmosphere, the event featured live music, art, and interactive sports experiences, highlighting youth engagement and urban culture while advancing the IOC’s mission to connect with younger audiences.

12:50 X **B2C: Pepito Day, Oltre Consulting - AIM Group International**



Pepito Day celebrated the career of Giuseppe “Pepito” Rossi with a two-part event in Florence. Over 8,000 fans attended a public show and legends’ match at Stadio Artemio Franchi, followed by an invitation-only dinner at Coverciano Technical Centre where Rossi received the Pegaso d’Oro. Organized with ACF Fiorentina and local institutions, the event honored Rossi’s legacy, united the community, and achieved full cost coverage through sponsorships and ticketing.

12:57 X **B2C: Slovenska Sporitelna Bank Zone at Pohoda 2025, Creative Pro, a.s.**



At the 2025 Pohoda Festival, Slovenská Sporiteľňa—part of Erste Group and a long-time partner of Slovakia’s largest summer event—celebrated its 200th anniversary with a special Bank Zone designed around the theme of “Celebration.” The concept reflected the brand’s positioning, The Future is Yours, honoring two centuries of legacy while looking ahead with optimism. As a bank deeply woven into the country’s DNA, the zone highlighted Slovenská Sporiteľňa’s role as a national leader and its belief in building a better future together.

13:04 X **B2C: The Grand Opening of the Czech Youth Olympic Games, Art4promotion**



The Opening Ceremony of the 2024 Youth Olympic Games in Budweis, fully designed and produced by Art4promotion, was the first youth Olympic ceremony staged outside a sports arena—set dramatically on the banks of the Vltava River. Blending spectacle with storytelling, the show carried the message “There are no big winners without small winners”, symbolically linking Paris and Budweis, the Seine and the Vltava, the Eiffel Tower and the Black Tower. With 5,000 young athletes and over 30,000 spectators, the ceremony became a milestone of ambition, unity, and national pride—a defining moment and a spark for future generations.

13:11



B2C: The II Festival of Polish Food #BuyConsciously, El Padre



The II Festival of Polish Food #BuyConsciously turned PGE Narodowy into a celebration of Polish gastronomy and conscious consumerism. Over 10,000 guests met 120 regional producers, tasting their craft and learning about certified food quality. More than a showcase, the festival promoted local agriculture, raised consumer awareness, and built a prestigious platform for Polish producers. With culinary workshops, family activities, and immersive experiences, it united tradition with modern values—proving Polish food as both heritage and future.

13:18



B2C: World Aquatics Swimming Championships (25 m) 2024, Lounge Group – Visual Europe Group



The 2024 Swimming World Championships (10–15 December, Budapest) welcomed 2,100 athletes from 195 countries to the iconic Duna Aréna and surrounding venues. A celebration of aquatic excellence, the event delivered 93 record-breaking performances and a world-class experience for athletes, spectators, and partners. Beyond competition, it promoted youth engagement, accessibility, and sustainability, enhancing Hungary’s global sporting profile. With exceptional attendance, broad broadcast reach, and flawless execution, the Championships left a lasting legacy for both swimming and the host city.

13:30-14:30



Networking Lunch & Change of jury

14:30-15:47



Jury Panel 5

14:30

B2E: Castrol - Distributor Conference 2024, Imotion Events



The Castrol Global Industrial Distributors Conference Europe 2024 took place in Cascais, Portugal, bringing together top European distributors and Castrol’s global team for three days of strategy, collaboration, and inspiration. Designed to align future growth ambitions, the event blended premium business content with authentic Portuguese hospitality, cultural highlights, and iconic venues. More than a conference, it was a high-impact experience that strengthened relationships, celebrated partnership, and embodied Castrol’s ambition to keep Accelerating Forward.

14:37



B2E: Conversations Under the Sign of the Centaur, El Padre

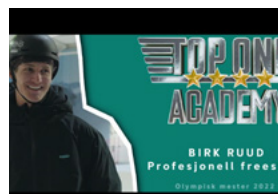


“Conversations Under the Sign of the Centaur” was Rossmann Polska’s largest employee event to date, gathering nearly 3,000 managers and staff in Łódź from January 18–20, 2024. Spread across Atlas Arena, Expo Łódź, and Hilton “Wytwórnia,” the three-day programme celebrated 2023 achievements, unveiled 2024 goals, and strengthened bonds across the nationwide team. Highlights included spectacular product reveals—such as ISANA’s latest line, launched from a branded truck amid a sea of soap bubbles—and an “Innovation Day” dedicated to fostering business relationships and showcasing new technologies. More than a corporate meeting, it was a unifying, high-energy experience that reinforced Rossmann’s leadership on the Polish market.

14:44



B2E: DNB Eiendom: Top One Academy, JCP Event



DNB Eiendom, Norway’s leading real estate agency, has long relied on its annual kickoff as a driver of culture and performance. In 2025, the tradition was reimaged as Top One Academy — the most ambitious edition yet. For the first time, employees co-created its purpose through workshops, shaping a framework around vision, environment, effect, and content. The result was an engaging, learning-focused event designed to boost pride, strengthen culture, and inspire growth. Beyond motivation, its clear goals were to fuel both personal development and business results — increasing sales and market share while reinforcing DNB Eiendom’s position as Norway’s number one real estate agency.

14:51 ✕ **B2E: Gold Rush - Teambuilding Event for AtkinsRéalís by Universum Events, Universum Events**



Gold Rush was an immersive Wild West–themed challenge where teams competed in riddles, photo missions, and strategic “banking” deposits to collect gold. Designed with the client to match team needs and objectives, the activity blended fun with innovation and engagement. Beyond the game, participants experienced surprise, laughter, and genuine connection, reinforcing the message that despite different roles, everyone contributes to the same mission. A guided debrief turned that shared energy into shared growth.

14:58 ✕ **B2E: Growing the Future Together, MEDUZA EVENTS**



“Growing the Future Together” was a unique interbank teambuilding event uniting employees of Signet Bank and Magnetiq Bank. Held in a remote forest near Riga, 150 participants planted 8,000 pine trees—creating a lasting ecological impact while strengthening cooperation between the two financial institutions. The day combined teamwork, networking, and connection with nature, reinforcing shared values of growth, resilience, and sustainability. The event’s core objectives were to build trust, encourage cross-institutional collaboration, and highlight both banks’ commitment to environmental and social responsibility.

15:05 ✕ **B2E: Healthy&Happy, Komunikacijski laboratorij**



Healthy&Happy is a year-round internal event series by Komunikacijski laboratorij, designed to boost team spirit, well-being, and shared values. With monthly breakfasts and rotating activities—from workshops and wellness sessions to cultural outings—the programme strengthens internal culture, supports employee health, and fosters connection and motivation in a fast-paced creative environment.

15:12 ✕ **B2E: NLB Group Sports Games: New Horizons. Same Passion. One Team., NLB d.d.**



On May 24, 2025, over 1,360 employees from across the NLB Group came together in Moravske Toplice, Slovenia, for the 25th NLB Group Sports Games. Beyond sports competition, the event reinforced the Group’s New Horizons strategy under the slogan “New Horizons. Same Passion. One Team.” With 11 disciplines and activities like yoga, hiking, and group challenges, the Games promoted team spirit, cross-border unity, employee well-being, and ESG values—creating a shared platform for connection, motivation, and celebration.

15:19 ✕ **B2E: Party Like Norwegian, JCP Event**



“Party Like Norwegian” was an internal cultural campaign by Norwegian Airlines designed to unite employees across Europe. Centered on a large-scale event at Gardermoen inspired by Norway’s 17th of May and “russ” traditions, it fostered pride, cross-functional awareness, and engagement. Through playful, participatory experiences, the campaign celebrated diversity, strengthened internal identity, and encouraged a long-term culture of openness, belonging, and shared values.

15:26 ✕ **B2E: SEB Award ceremony 2024, MEDUZA EVENTS**



SEB Staro (SHINES) transformed the annual awards into a theatrical spectacle, where employees became stars for the night alongside professional actors. Guests walked the green carpet, enjoyed backstage privileges, and participated in live sketches. The 90-minute show, created with Dailes Theatre, combined awards, performances, and surprises, celebrating employees in a unique, immersive experience.

15:33 ✕ **B2E: Siemens - Recognize 2024, Imotion Events**



More than a party, Siemens Recognize brought together 2,000+ employees from 60 nationalities for a day of unity, celebration, and purpose. Held at Cascais Hippodrome, Portugal's largest internal Siemens event blended fun, recognition, and sustainability. With inflatable games, artistic installations, a dynamic host, and the Spark Awards ceremony, the event strengthened belonging, celebrated talent, and energized the organization under the spirit of "One Tribe. One Team. One Siemens."

15:40 ✕ **B2E: Sonae - Annual Meeting 2024, Imotion Events**



Sonae didn't want just another Annual Meeting—they aimed for a mindset shift. Held at the iconic Real Companhia Velha, the "Future Proof Driven" event called leaders to embrace transformation and drive change. Top executives explored strategy and inspiration through a keynote by Shazam founder Chris Barton, an immersive "Future Proof → Future Driven" exhibition, and a candlelit concert featuring Coldplay and Imagine Dragons. Every detail—from content to scenography—embodied Sonae's future-driven DNA.

15:47 ✕ **B2E: University of Slovak Power Plants (SE) III, Creative Pro, a.s.**



Previous editions of the Slovak Power Plant University were small-scale educational events for senior and middle management. Slovak Power Plants (SE) University III marked a major shift: for the first time, all 3,650 employees—from operators to managers—were invited. This inclusive, transformational conference was delivered as a series of 11 events across four tours, ensuring every employee could participate while maintaining the operation of Slovakia's nuclear, thermal, and hydro power plants.

15:55-16:10 ✕ **Coffee Break & Change of jury**

16:10-16:59 ✕ **Jury Panel 6**

16:10 ✕ **CROSSOVER: 6th Alpen Adria Dementia Congress, Alert agency**



The 6th Alpen Adria Dementia Congress, held March 28–29, 2025, in Villach, Austria, marked the event's return with a renewed mission: to break the stigma around dementia and foster cross-border knowledge exchange. Organized by Mavida Group, a regional leader in dementia care, the congress promoted aging with dignity and the creation of inclusive communities. Over 1,000 participants—including medical professionals, therapists, researchers, caregivers, and decision-makers—from Austria, Germany, Italy, Slovenia, and Switzerland gathered to share expertise, collaborate, and emphasize that dementia is a human experience requiring understanding and care.

16:17 ✕ **CROSSOVER: Deep Tech Atelier, Ideju Instituts**



Deep Tech Atelier (DTA) 2025 is the Baltics' premier deep tech event, bringing together scientists, entrepreneurs, investors, and policymakers from 62 countries. Over two days, four stages host 180+ speakers, 32 expo participants, startup competitions, and 20+ side events. DTA's goal is to connect science with business, help startups gain visibility, attract funding, and foster strategic partnerships, creating an ecosystem where innovation moves from labs to market.

16:24 ✕ **CROSSOVER: Journal 10 – Anniversary, Alert agency**



To celebrate its 10th anniversary, Journal.hr, Croatia's leading lifestyle media, hosted a landmark event for 1,500 guests—including partners, influencers, and celebrities. The goal was to honor the community that fueled its growth, reinforce its position as a trendsetting media voice, and create a content-driven celebration that would shine on social media.

- 16:31** ✕ **CROSSOVER: McDonald's Poland Christmas Party, El Padre Sp. z.o.o.**
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- McDonald's Poland Christmas Party transformed ATM Studio into a festive wonderland for 500+ employees, franchisees, and partners. Guests experienced snow-covered trees, glowing lanterns, a modern Nutcracker performance, and a 20-person gospel choir. The event celebrated company values, fostered unity, and concluded with a charity auction raising over 600,000 PLN for the Ronald McDonald Foundation, blending celebration with social impact.
- 16:38** ✕ **CROSSOVER: O Noapte în Africa – End of Year Party by Universum Events for Romcim, a CRH Company, Universum Events**
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- Romcim's End-of-Year Party was more than a seasonal gathering—it celebrated rhythm, connection, and togetherness for over 250 employees from a multi-generational team. Universum designed a format blending festive celebration with light team-building, featuring custom access bracelets, "Win It in a Minute" games, and interactive photo moments to spark engagement. The highlight was a live African dance performance honoring the company's diverse workforce, followed by energetic sets from DJ Christian Thomson, live band SHAZ, and MC Cabral. From Save the Date to the final toast, the event delivered a memorable, heart-driven corporate celebration of unity and joy.
- 16:45** ✕ **CROSSOVER: Orlen 2035 Strategy, PLEJ**
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- The Orlen 2035 Strategy press conference was more than a corporate announcement—it was a full-scale crossover event redefining strategic communication. As the flagship presentation of Central and Eastern Europe's largest company, it conveyed Orlen's long-term vision to business stakeholders and the public alike. Held at the High Voltage Hall of the Institute of Power Engineering, the event fused corporate messaging with immersive technology and media storytelling. Designed as a hybrid experience, it reached audiences on-site, via mainstream media, and across digital platforms. Delivered in just 8 working days, the production achieved maximum impact, visibility, and engagement, setting a new benchmark for strategic events.
- 16:52** ✕ **CROSSOVER: Syoss relaunch event, Alert agency**
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- To mark the biggest relaunch in Syoss history—with a new logo, packaging, and communication platform "You, Intensified"—we created The Black World, an immersive, multisensory experience that redefined how beauty launches are felt. The goal: forge an emotional connection with key opinion leaders in Croatia by immersing them in the intensity of the new Syoss identity. The objectives were twofold: amplify awareness of the rebrand through memorable, content-ready experiences, and reinforce Syoss as a bold, modern, and premium drugstore brand among media and influencers in the Croatian market.
- 16:59** ✕ **CROSSOVER: WAS#20 Bali - Universum Events for Vox Solutions, Universum Events**
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- WAS#20 brought 1,000+ delegates from 120+ countries to Bali for four days of connection, ideas, and shared purpose. Hosted in the G20 Summit venue, it united the global telecom community in talks, networking, and signature experiences. Universum Events ensured every detail—from hotels to expo spaces and parties—was seamless, creating a space where business met energy, and strategy met soul.
- 20:00** ✕ **Dine around Ljubljana**