

Crossover Speakers Line-up 2025

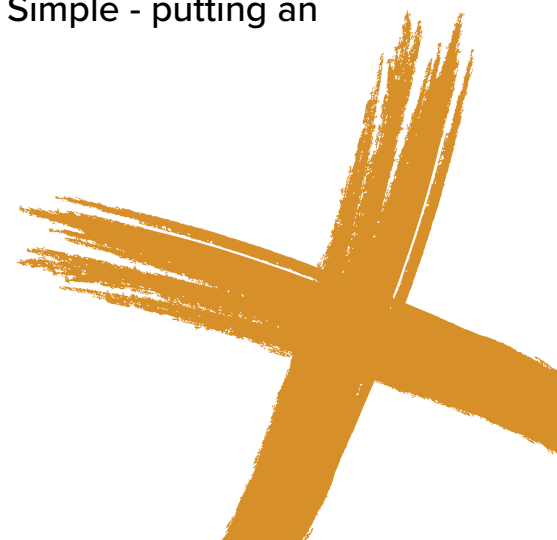
10th CONVENTA CROSSOVER

Festival of events for creative minds

8 - 9 September 2025
Ljubljana, Slovenia

NO MORE BORING EVENTS 5.0 & PERFECT PITCH

In 2025, Conventa Crossover will shine a light on finding inspiration for events, whether that may be from ancient Mediterranean cultures or neuroscience. An impressive lineup of speakers and a master facilitator will prompt attendees to start creating their own creative, out-of-the-box events and equip them with the know-how needed to deliver the perfect pitch. The goal? Simple - putting an end to boring events.



DAY 2 **CONVENTA CROSSOVER 2025**

Venue: Ljubljana Castle, Palacij Hall

MODERATOR of the day



**Bo
KRÜGER**

Meeting Designer, Facilitator and Speaker, Moving Minds

Often mistaken for Indiana Jones within the events industry, Bo Krüger will be this year's curator of bold and brisk ideas in Ljubljana. While he may be a geographer by profession and a lover of adventures and the outdoors, much like Indy from the movie series, he won't be after the Holy Grail in Ljubljana. He will be on the hunt for the Perfect Pitch - one that might change the industry's trajectory in the future.

Bo has devoted his life to meeting design and putting an end to boring meetings. At Conventa Crossover, you will not be another passive listener idly absorbing or mishearing information; with Bo's guidance, you will help (re)write the story.

9:15 – 9:35



CENTRE STAGE: Co-creation

Fire talk 1: New Europe's Live Experience Frontier: Creativity, Engagement, and Strategic Partnerships



**Lana
BEDEKOVIĆ
ROSANDIĆ**



**Ivo
J. FRANSCHITZ**



**Boštjan
PRIJANOVIČ**

The events industry is ever-changing, which is why keeping a finger on the pulse of the industry is essential. 27Names, a cluster of 27 innovative European event agencies, will present the findings of its latest Barometer research. Attendees will learn which trends they must consider in the coming years, which clichés to steer clear of, and discover the trajectory of the events industry. The findings of this insightful research will be shared by Ivo J. Franschitz, the founder & owner of ENITED business events, Lana Bedeković Rosandić, the CEO of Alert Event Agency, and Boštjan Prijanovič, the Managing Director of New Moment New Ideas Company.

9:35 – 10:00



CENTRE STAGE: Engagement

Fire talk 2: In the age of AI, authentic intelligence will win



**Gerd
DE BRUYCKER**

Having worked for two tech behemoths, Microsoft and Cisco, for over two decades, Gerd decided to start his own boutique event marketing agency. He will share why he believes authentic, human intelligence still stands head and shoulders above AI. Gerd will also bring insights as the former Jury President of the BEA World Festival, sharing what makes an event stand out from the crowd

THE PITCH ARENA - For the first time ever, Conventa Crossover will play host to a Pitch Arena, where two (or more) guests will sit down to share opposing views. The goal of the programme is for both sides to find common ground. The dynamic format will be an evolved format of debate, as both sides will try to persuade the other with their arguments.

10:05 – 10:30



Part 1: Clash of creativity - Agencies vs. Clients

After hearing pitches from three event agency representatives, their potential clients will come up with impossible questions for them. This is often the reality for event organisers. Clients usually have high expectations, but how to live up to them? This debate will help attendees understand all sides of the business.

Three event maestros will join our pitch arena to challenge three clients and confront their ideas. Jens Oliver Mayer, the Managing Director of Jack Morton Worldwide's German Offices, will bring almost 30 years of expertise in the brand experience industry. He will be joined by Alexandros Makris, the CEO of Magna Events, whose agency organises leading events across Greece and beyond. Last to represent the event agency side will be Thomas Kenyeri, the co-founder of KESCH event agency. Who will be on the other side? Let's keep it a secret until the event.



**Jens Oliver
MAYER**



**Alexandros
MAKRIS**



**Thomas
KENYERI**

10:30 – 10:50



Part 2: The winning code behind the Perfect Pitch - Discover the Tender Canvas model

Easier said than done. Yet, thanks to the Tender Canvas, agencies will now have a step-by-step guide, helping them strategically approach tenders and win. The debut of this revolutionary canvas will be presented by its founding father, Bart Kokke. With Bart's help, you will keep spirits high until the final deadline.



**Bart
KOKKE**

10:30 – 10:50



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.

14:00 – 14:25



CENTRE STAGE: Emotions

Fire talk 3: Why do Experiences Matter?



**Goc
O'CALLAGHAN**

Who better to tell us than the founder, owner and director of the UK's award-winning ArcTanGent Festival, Goc O'Callaghan? She helped transform the festival into a cultural phenomenon, attracting thousands of attendees from around the globe. Often described as a clairvoyant for predicting future industry trends, Goc will talk about the ability to anticipate and design experiences that resonate deeply with audiences. Goc will provide insights into the transition from material goods to experiential value in consumer behaviour and how to design transformative experiences that leave lasting impressions.

14:25 – 14:50



CENTRE STAGE: The knowledge of neuroscience

Fire talk 4: The neuroscience of persuasion



**Carmen
SIMON**

Persuasion is perhaps the most important task of event organisers wanting to gain the trust of clients and partners. To understand the neuroscience behind persuasion, Conventa Crossover will host world-renowned cognitive neuroscientist Carmen Simon, who will share guidelines that help amplify persuasive power by using neuroscience tools, such as EEG and ECG, which measure implicit reactions from the brain and body. Attendees joining her presentation will gain a better preview of how audiences react to different communication approaches.

CENTRE STAGE: The Mediterranean cradle - *The Mediterranean is a destination that glues us together. It is a crossroads for meetings, both physically and metaphorically. This space for exchanging ideas is where the past and present meet. Is the Mediterranean the cradle of the world? That will be the inspiration for our speakers, who will talk about what we can learn from the ancients and how tourism is transforming the Mediterranean today. Together with a historian and film director, attendees will uncover what makes event organisers tick, from antiquity until today.*

16:00 – 16:30



Fire talk 5: Losing our world - is there anything we can still learn from the ancients?



**Gregor
POBEŽIN**

Historians can provide us with insight that can help us better understand the present and predict the future. Gregor Pobežin, an expert in ancient historiography, will explain why the pinnacles of ancient Greek and Roman culture can still be a source of inspiration in today's polarised world. Together with Gregor, attendees will try to find the answer to the question of whether the Mediterranean is really the cradle of civilization and how event organisers can apply this wisdom to their events.

16:30 – 17:00



Fire talk 6: Tourists and tourism workers in the Mediterranean, unite!



**Nejc
POHAR**

In his talk, Nejc will uncover the origins of annual vacations and how a distinct pattern evolved: people from the north travel south to relax during the summer. The Mediterranean remains a major summer tourist destination for most Europeans. But, as Nejc explains, "the greatest dream of an average tourist is not to be a tourist! But to be an explorer, a seafarer, an adventurer, a traveller, a surfer, to name a few. Ironically, in the moment one does not want to be a tourist, one actually embodies the ideal of tourism."

17:00 – 17:30



“Socrates Says”

End on a high. Question everything. Move like a Greek philosopher



**Gorazd
ČAD**



**Bo
KRÜGER**

The Crossover conference will conclude with a recap of takeaways by Gorazd Čad and Bo Krüger. Attendees will have the chance to ask questions, gain new perspectives on the Mediterranean, but, above all, discover what the Perfect Pitch might be. The show doesn't stop here, though, as the finalists will have to wait till night falls for the nail-biting award ceremony to discover if their event is a unicorn.

20:00 – 21:00



CONVENTA BEST EVENT AWARD Ceremony

Venue: Ljubljana Castle, Palacij Hall

Award ceremony - Finalists who have invested all their efforts into convincing the jury and the audience will finally discover if their event is a unicorn. The grand award ceremony of the Conventa Best Event Award will see Europe's leading event agencies collect their hard-earned accolades on stage.

MODERATOR of the night



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

Now a familiar face at the most esteemed industry events and award ceremonies, Juraj Holub is more than a moderator. He helped Slido grow into one of the largest tech companies in the events industry. Today, he focuses on helping individuals find their voice as a public speaking coach and moderating events where creativity thrives. Juraj will be trying his best not to steal the spotlight at the Conventa Best Event award ceremony with his charisma. He will be the one announcing the winners of the competition to come on stage at Ljubljana Castle and seize their moment of triumph.

