

Press release

For immediate release

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CONVENTA HERALDS A NEW ERA OF TRADE SHOWS

The 14th Conventa trade show enticed attendees to get a glimpse of what the future holds for the meetings industry through its innovative format - Conventa Academy. Hosted concurrently with the classic business trade show, the Academy hosted marketing experts. The official show ending, hosted buyers will now discover regional destinations on fam trips.

Throughout the course of the second day of Conventa, participants could exchange invaluable experiences and know-how. In addition, they had the chance to explore the virtual portfolios of technology providers and special venues. Conventa became a bustling hub for event organisers, meeting planners and industry professionals. 92 exhibitors and 145 hosted buyers from 33 countries joined the trade show this year, thus helping the regional meetings industry restart.

Conventa Academy fostering knowledge exchange

Eye-opening lectures were hosted at Conventa Academy, where eight keynote speakers provided insight into the future of events. The event was moderated by **Kim Myhre** and **Ivo J. Franschitz**. The first presenter to take the stage was **Andrej Pompe**, the CEO of BrandBusinessSchool. He explained why branding is crucial for the industry and how destination branding is tailored to meet the ever-changing needs of visitors.

The second speaker was **Tjaša Potočnik** from Red Orbit, who delved into digital marketing. She disclosed the most common mistakes when brands first start marketing their product on the digital market and how to avoid them. She also pointed out how important it is to recognise the needs of focus groups.

Mariska Kesteloo, the Founder of Word of MICE, presented her career journey and how important having a social media strategy is. She emphasised the importance of quality over quantity in regard to posts. **Henrik von Arnold** emphasised the importance of bringing a story of products to life, thus making them irresistible. Two renowned speakers, **Jens Oliver Mayer** and **Colja Dams**, also shared their views on the challenges faced by the industry.

Conventa Academy is an educational programme that encompasses an overview of competencies that event organisers and managers of convention bureaus will need in the future. The speakers are authorities in various fields of event organising.

Conventa Best Event Award voting

With Conventa Best Event Award presentations over, the Conventa experience of 2022 is slowly coming to an end. Conventa made another record with over 2180 meetings held at this year's Conventa Trade Show.

Conventa's organisers strive to create a sustainable and green event. Climate Partner is measuring the precise carbon footprint of the event, thus ensuring that Conventa organisers provide the greenest possible way of organising events. With that in mind, the organisers of Conventa are already preparing for Conventa 2023. They encourage attendees to register promptly.

Press material

- [Press material for Conventa](#)
- [Press material for Conventa Crossover](#)
- [Preliminary programme of Conventa week](#)
- [Structure of hosted buyers at Conventa](#)
- [Photos of Conventa co-founders](#)
- [About Conventa](#)

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The event is organised by:

Toleranca marketing and the
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In cooperation with:

