



# CONVENTA ACADEMY

## SPECIAL LIVE EDITION DURING CONVENTA 2022

Thursday, 25 August 2022 from 9:00 to 12:30

Kocka Hall, GR - Ljubljana Exhibition and Convention Centre

[www.conventa.si/conventa-academy/](http://www.conventa.si/conventa-academy/)

# Join the Conventa Academy!

Conventa is not just a regular trade show, but also a great opportunity to gain new knowledge and experience. Among the novelties this year is the Conventa Academy educational programme, which will bring the biggest experts in marketing, branding, social media and the organisation of live, hybrid and virtual events to Ljubljana.

We are kicking off Conventa Academy with a special live edition that will give you a taste of what our comprehensive education platform is all about. It will also be the perfect opportunity to meet your instructors, who will be guiding you through the rest of the programme in Autumn online.

The special LIVE edition will take place as part of [Conventa Trade Show 2022](#) on 25 August 2022 from 9:00 to 12:30.

## Special LIVE access during Conventa 2022

~~179€~~

**€ 89.50**

**LIVE ATTENDANCE FOR 1 PERSON**

6 SHORT LIVE SESSIONS (20-MINUTES EACH)

[REGISTER HERE](#)

## LIMITED: 50% DISCOUNT FOR THE FIRST 20 APPLICATIONS

We are offering a special 50% discount for the first 20 people who apply.

### What is included in the price?

- 6 live lectures
- 10% discount for attending Conventa Crossover
- GIFT: "Power to the Meetings" Book

## The programme:

### PART 1

## MARKETING

09:00 - 09.20	<b>BRANDING</b>	dr. Andrej Pompe
09:20 - 09.40	<b>DIGITAL</b>	Andraž Štalec
09:40 - 10:00	<b>SOCIAL</b>	Mariska Kesteloo
10:00 - 10.20	<b>EXPERIENCE</b>	Henrik von Arnold

moderated by: Ivo J. Franschitz

### PART 2

## EVENTS

11:15 - 11:35	<b>LIVE</b>	Jens Oliver Mayer
11:35 - 11:55	<b>HYBRID</b>	Stefan Kozak
11:55 - 12:15	<b>DIGITAL</b>	Colja Dams
12:15 - 12:35	<b>VIRTUAL</b>	Marie-Kristin Schwindt

moderated by: Kim Myhre

## 1. BRANDING



**Andrej Pompe**  
BrandBusiness School

### Why join this module?

Like people, destinations have their own personality, represented by the brand. With a brand, we create expectations and promise experiences. You will see why your brand is the foundation you need to sell a destination.

### What will you learn?

You will learn how to apply branding concepts to your destination goals and position it post-covid.

- Understanding destination branding
- Destination brand architecture
- Destination brand identity
- Destination brand experience
- + Branding strategies in action

09:00 - 09.20

## 2. DIGITAL



**Andraž Štalec**  
Red Orbit

### Why join this module?

Today, creating opportunities and inspiring people is mainly done on digital platforms. They are hungry for good content, which can only be created if we know our customers really well.

### What will you learn?

You will learn what drives digital marketing in the 21st century and discover trends for 2022.

- Understanding SEO and search marketing
- Power of content marketing
- Digital advertising and marketing analytics
- Martech trends 2022
- + Examples of great digital customer journeys

09:20 - 09.40

## 3. SOCIAL



**Mariska Kesteloo**  
Word of MICE

### Why join this module?

Social networks are the best amplifier of your story and authentic stories are the backbone of marketing. In this module, you'll learn a range of practical tips and tactics to navigate the most popular social networks.

### What will you learn?

You will learn how to become a meetings industry social media influencer and broaden your reach through community building strategies.

- Social media strategy & community management
- Social media video marketing
- Social media lead generation
- + Top tips for growing followers and going viral

09:40 - 10:00

## 4. XP



**Henrik von Arnold**  
Enited Business Events

### Why join this module?

The coronacrisis has turned buying habits upside down. Many activation models are now digitalised. We will answer the question: what works and why in experience marketing.

### What will you learn?

You will learn about the psychology of engagement and how to use experiential activations like fam trips as a powerful tool to bring a destination's story to life.

- The psychology of engagement
- Experiential activations (fam trips)
- Bidding and pitching
- + Pop-ups and Guerilla ideas

10:00 - 10.20

# PART 2

## EVENTS

### 1. LIVE



**Jens Oliver Mayer**

Jack Morton

#### Why join this module?

Genuine human contact is irreplaceable. You wouldn't build a house without an architect, and the same goes for organising events. The first module will be dedicated to event architecture and design.

#### What will you learn?

You will learn how to organise successful live events that future generations will be proud of.

- Experience Design
- Event Marketing
- Event Production
- Event ROI
- + How to organise sustainable events

11:15 - 11:35

### 2. DIGITAL



**Stefan Kozak**

Creative Pro

#### Why join this module?

Organising digital events is often more challenging than live events. We'll help you choose the right platform, you will learn about streaming, monetisation and everything else that belongs in the toolbox of top organisers.

#### What will you learn?

You will learn how to organise inclusive, engaging and democratic digital events.

- Content Marketing for Events
- Event Technology
- Event Budgeting and Monetisation
- Post-event Data
- + Fresh ideas for your next digital event

11:35 - 11:55

### 3. HYBRID



**Colja Dams**

Vok Dams

#### Why join this module?

How do you make the online audience at your event as satisfied as the live audience? We will reveal how the best agencies are doing it, showcase innovations and explain why hybrid events are the future.

#### What will you learn?

You will learn how to choose the right hybrid event model and bridge the gap between online and live audiences.

- Choosing the right platform (overview of tools)
- Engagement of participants
- Moderation and collaboration
- Creative hybrid event formats
- + Hybrid events checklists

11:55 - 12:15

### 4. VIRTUAL



**Marie-Kristin Schwindt**

Meetyoo

#### Why join this module?

In this module, we will take you into the future of the industry, clarify the types of virtual events and look at a number of examples of best practice in virtual and meta-world.

#### What will you learn?

You will learn how to avoid virtual zombies, understand the technology, what avatars look like and what NFTs are.

- Virtual vs Metaverse
- Virtual Technologies
- Virtual Event Formats
- Virtual Events KPI's
- + Virtual Events Etiquette

12:15 - 12:35

# CONVENTA ACADEMY

## Book your spot at the Academy

**REGISTRATION DEADLINE: 15 August 2022**

Payment is possible with credit card or via a pro-forma invoice.

[REGISTER HERE](#)



Gorazd Čad  
Co-founder of Conventa  
E: [gorazd.cad@toleranca.eu](mailto:gorazd.cad@toleranca.eu)  
T: +386 40 530 112

[www.conventa.si/conventa-academy](http://www.conventa.si/conventa-academy)