

# CONVENTA

## TREND BAR

EDUCATIONAL ROADSHOW

**Wednesday, 7 June 2023 (13.00h – 15.00h)**

Executive Lounge Bar, Landmark Creek Hotel, Plovdiv, Bulgaria

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13:00 Introduction and presentation of speakers by Gorazd Čad

13:02 Intro video

13:02

**»Green or just Coloured in Green?«**

Gorazd Čad, Toleranca Marketing

13:20

**Teodora Jilkova**

Managing Director at the Bulgarian Convention Bureau, Consulting Cluster Veritas

13:35

**»Innovate to Elevate«**

Ivaylo Kozhuharov, Hotel Experts, New Europe & Trusted Partner of TouchMenu  
Intelligent Hospitality Solutions

13:50

**»High Tech or High Touch?«**

Gorazd Čad, Toleranca Marketing

14:30

**»Good Practice Case of a High Tech Event“**

Kaloyan Todorov, CEO SEG

14:45

»**Good Practice Case of a High Touch Event**«

Adriana Angelova, Cluster director of Business Development, Grand Hotel Millenium Sofia

15:00

Questions from participants & questions from the moderator

15:15

Closing