

# Sweet 16



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## Press Release

For Immediate Release

Ljubljana, 22 February 2024

## CONVENTA LEADING THE WAY FOR B2B TRADE SHOWS IN 2024

### The premier regional trade show returns with a host of novelties

Conventa started 2024 with numerous innovations, including a redesigned and revamped Experience Zone, Special Venues Corner, and the educational platform Conventa Trend Bar. This year, the impressive lineup of industry stalwarts includes 100 exhibitors from the region and beyond and 160 handpicked hosted buyers, joined by stakeholders from the regional meetings industry.

Conventa is dedicated to promoting sustainability and innovation in the meetings industry. One of Conventa's standout sustainability initiatives is its use of locally sourced Slovenian wood for all event stands, a tradition upheld year after year. By utilising ecological materials from the region, Conventa minimises its carbon footprint and supports local communities, encapsulating the spirit of sustainable practices.

### A revolution for sustainable events with Planet Positive Event

This year, the organisers rolled out Planet Positive Event, a project poised to revolutionise how events measure their carbon footprint and perceive sustainability.

Every year, attendees have the unique opportunity to engage in one-on-one meetings where they can discuss business matters in depth. These sessions allow participants to delve into professional topics while getting to know each other personally. The organisers also encourage sustainability by inviting guests to bring their bottles back, which are then recycled. Additionally, the event features a gastronomic offering with a predominantly vegetarian diet, showcasing local and sustainable cuisine, adding to the overall enjoyment of the event.

In the Experience Zone, attendees could experience a host of captivating experiences. Walnut Grove presented guests with innovative event concepts like axe-throwing and painting, promising to spice up any gathering. Damn Plastic presented ingenious alternatives for reducing plastic usage while inspiring sustainable practices. Complemented by exhibitors like Go.Opti, KNOF, WEM, Woom Connect, and others, the Experience Zone offered a platform for exploring and learning different concepts visitors can incorporate into their business practices.

Gorazd Čad, the co-founder of Conventa, captured the spirit of Conventa by describing its lively, youthful energy and comparing it to a high-spirited sixteen-year-old, referring to the event's sixteen-year tradition. Gorazd explained: "Conventa is celebrating its sixteenth edition that we compare to a rebel teenager that is bold and creative. In two years, we believe Conventa will stride into adulthood as a responsible event with upstanding personal values, with sustainability its forte."

## Ljubljana Talks press conference

The format of this press conference was different than usual. Gorazd and Jan hosted an in-person Ljubljana Talks session with Petra Stušek, Fredi Fontanot and Kamern Novarlič, who delved into the latest trends and tourist season 2023, as well as reflected on the future challenges for the industry. The speakers outlined that Ljubljana is progressing greatly with 82 international events hosted last year. Petra Stušek mentioned that AI has advantages and drawbacks, but event organisers must know how to use technology responsibly. On a final note, the speakers concluded that Slovenia is indeed a trendsetter in many ways, not least in its sustainability efforts.

## Press material

- **Final event programme of Conventa 2024**

<https://conventa.si/programme/>

- **Conventa's photo gallery**

<https://conventa.si/photo-library/>

- **Photos of Conventa's co-founders**

<https://drive.google.com/drive/folders/1GLEEcRZqpFE9yYeR5QGEP2LimT-M977i>

- **About Conventa**

Conventa is not just an event; it's a dynamic and transformative experience that has been at the forefront of the B2B MICE industry for over a decade. Over the years, Conventa has evolved beyond the boundaries of a traditional business tradeshow, emerging as the key meeting point for event organizers, looking for destinations and venues in New Europe.

- **Video Conventa 2020, 2021, 2022, 2023**

<https://www.youtube.com/@kongresmagazine4042/playlists>

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## Links to social media

Facebook: <https://www.facebook.com/Conventa>

Instagram: [https://www.instagram.com/conventa\\_experience/](https://www.instagram.com/conventa_experience/)

LinkedIn: <https://si.linkedin.com/company/conventa-2024>