

CONVENTA 42° NORTH

MEETING OF SLOVENIAN EVENT ORGANISERS AT CONVENTA

- 📅 Tuesday, 18 February 2025
- 🕒 Between 15:00 and 18:45
- 📍 Grand Hotel Union Eurostars,
White Hall



WANT TO LEARN ABOUT EVENTS WITHOUT BORDERS?

Then don't miss out on the **CONVENTA 42° NORTH**

Event organisers are a prime example of pushing boundaries. They prove that the motives behind societal development need not be economic, political or scientific. Many of us endeavour to change society and individuals, as shown by our projects.

We will uncover the individuals who push boundaries at **CONVENTA 42° NORTH***, which will take place in English.

THE BEST GLOBAL EVENT ORGANISERS ARE COMING TO LJUBLJANA

A diverse, extravagant, inclusive and, hopefully, spectacular event will include colleagues who have organised everything from resounding corporate events to the illustrious Olympic Games.

PROGRAM OF THE EVENT

14:30-15:00

SEAMLESS REGISTRATION

With an introductory ice-breaker

15:00-15:25



Josh STINTON, adventurer and philanthropist pushing physical boundaries

Officially: Head of Engagement, Fieldwork

Josh is convinced everyone can achieve what they set out to do. He proved that by embarking on adventures that resonated in global media and through unforgettable events created under the leading Norwegian event agency Fieldwork. You will hear from the "charitable adventurer" on how an Australian ended up in Norway and what event organising has in common with Vasaloppet..

15:25-15:50

7-MINUTE PITCH: SUSTAINABLE IDEAS FOR YOUR EVENTS

1. **CUP REVOLUTION** is the leading company in reusable cups and plastic for small and big events.

2. **VELO CONCERT** will present its solution VeloStage - a mobile stage powered by cycling.

3. **KNOF** comprises a team of experts who have mastered the reuse of products. Knof develops circular business models and social innovations.

15:50-16:15



Stéphanie ANDRE, future-facing innovator pushing the boundaries of sustainability

Officially: the Head of Sustainability at the Paris Olympics 2024 at Paname24 and Nowfuture

How was the agency Paname24 created for the Olympic Games, connecting five agencies - Auditoire, Havas Events, Ubi Bene, Obo and Double 2? Why and how did the best in France tackle sustainable event organisation, and what do sustainability and inclusivity mean for everyone who organises events?

16:15-16:40

7-MINUTE PITCH: SUSTAINABLE IDEAS FOR YOUR EVENTS

4. **PIRAN SEA OASIS** is a pioneering module for preserving ocean biodiversity that helps reduce the amount of CO2 in the sea and the atmosphere.

5. **PLANET POSITIVE EVENT** is the world's first tool that connects a capable carbon footprint calculator, sustainable criteria in 16 fields, certification and external assessment in accordance with the ESRs Standards and the CSRD Directive.

6. **CARBON FOOTPRINT PARK** in Ljubljana is one of the first in the world to offer event organisers the possibility to offset their greenhouse gas emissions. This presentation will showcase pilot projects that include protecting wetlands, preserving Slovenian endemic plants and other projects where event organisers can offset their emissions.

16:40- 17:05



Petra STUŠEK, Msc, advocate of excellence who is pushing boundaries en route to a regenerative destination

Officially: CEO of Ljubljana Tourism

Ljubljana is undoubtedly the leading and most competitive destination for events in Slovenia. It is considered a best-practice example of regenerative development. Petra will uncover the secret behind successful destinations and share how they manage the expectations of Ljubljana's stakeholders, locals, and visitors. An avid runner, cyclist, and skier, Petra will also share how Ljubljana transformed into the centre of New Europe.

17:05 - 17:30

CREATIVE BREAK

From words to actions: What is environment-friendly catering?

17:30 - 18.00

LEGACY OF EVENTS, a conversation in the format of LJUBLJANA TALKS

Ljubljana Talks is a talk show hosted by Gorazd Čad and Jan Oršič. The show brings exclusive talks with experts from the meetings industry and beyond. This episode will feature a surprise guest who will coordinate the biggest event of the decade in our region. The conversation will mark the 110th talk of the podcast series.

18:00-18:25



Adriano MARTELLA, visionary and strategist pushing the boundaries of creativity

Officially: Creative Director, Filmmaster

Since its foundation in 1976, the company Filmmaster has organised numerous events that have made history. Do you remember the legendary opening of the Football World Cup in San Siro in 1990, the opening of the Olympics in Torino in 2006, the finale of the Euroleague Basketball in 2023 and other iconic events? At the Meeting of Slovenian event organisers, you will learn how the Creative Director of one of the largest global event agencies treads a fine line between creativity, artificial intelligence and sustainability.

18:25-18:50



Colja DAMS, master of agility that pushes boundaries between hybrid and unknown realms

Officially: CEO of VOK DAMS agency

Where do you draw the line between a family company and one of the largest global event agencies with over 20 offices worldwide? What separates and binds in-person, hybrid, digital and metaverse events? Where is the boundary between mediocre events and A-level production? What will shape and mark the future of our industry? Which agencies rank highest in their Digital Maturity Index?

19:00-22:00

OFFICIAL WELCOME RECEPTION OF CONVENTA

Welcome reception of Conventa trade show 2025

Note: Attendance is reserved primarily for hosted buyers of Conventa 2025.

The Meeting of Slovenian event organisers is only the introduction to Conventa!

If you are an active event organiser, we invite you to join Conventa as a hosted buyer.

Attendance is free of charge for the following categories of event organisers:

- ✓ event organisers from companies, ministries and other institutions
- ✓ expert associations that organise conferences and events
- ✓ marketing agencies
- ✓ event agencies

Conventa will take place on Wednesday, 19 February 2025 and Thursday, 20 February 2025, between 10:00 and 16:00 at the Ljubljana Exhibition and Convention Centre in Ljubljana.

You can find more information about the trade show [here](#).

More information about the [Terms & Conditions](#) and the [registration form](#) can be found [here](#).

ADDITIONAL INFORMATION

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EVENT TICKET

QUALIFIED EVENT ORGANISERS: 0,00 €

[Register for FREE](#)

OTHER ATTENDEES

Student ticket: **79,00 € + VAT**

[Register](#)

Regular ticket: **145,00 € + VAT**

[Register](#)

*The title - **CONVENTA 42° NORTH** is connected to climate change that has been devastating regions south of the 42nd parallel north. These regions face increasing heatwaves, droughts, floods and extreme weather occurrences. Will that make events move north? How can event organisers push boundaries in creativity, innovation and regeneration? How can we contribute to a better and more inclusive society?



CONVENTA 42° NORTH takes place under the official patronage of **TURIZMA LJUBLJANA**



The **LJUBLJANA TALKS** podcast is the media sponsor of the **CONVENTA 42° NORTH** event.



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