

Press Release
For Immediate Release
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CONVENTA UNVEILS THE LOCATIONS OF THE CONVENTA EXPERIENCE CRAWL 2026

The new event will offer a new dimension of networking in the heart of Ljubljana

One of the most anticipated novelties of Conventa 2026 will be the debut of Conventa Experience Crawl. This experience-driven afternoon programme will offer attendees a new dimension of networking and the opportunity to explore destinations and venues. According to the organisers, this is an innovation that has not been seen at this scale and in this format before. Over two days, hosted buyers will meet with participating countries and suppliers in the heart of Ljubljana through interactive experiences, art, and networking. The bespoke programme has been co-created by Ljubljana Tourism, the Slovenian Convention Bureau, Conventa and ETC Adriatic. After the trade show concludes, event organisers will be able to use the programme to imbue their events in Ljubljana with creativity.

The event programme is designed to offer authentic experiences on two circular paths, where hosted buyers will explore unique venues. Each path includes visits to handpicked venues in the heart of Ljubljana, combining unique compositions and layouts with content and ambience. The happenings at each location intertwine destination presentations, art journeys and authentic hospitality.

Suppliers will present their services at various locations, and hosted buyers will visit them as part of the two circular paths. Through diverse experiences, attendees will meet with destinations and suppliers in short, goal-oriented, face-to-face meetings. This is how each step of the circular paths will transform into an opportunity to connect, inspire one another and foster new business opportunities.

CIRCLE 1: SYNCHRONISATION

Atrium of the General Post Office - Nebotičnik - Nebo

Postcards from the Atrium of the General Post Office

The hidden atrium is set in the very heart of the city, isolated from the hustle and bustle of the city's buzzing centre. This serene, intimate space is remarkable for its tranquillity and feels like stepping into another dimension.

Experience: The postcard workshop with a photo booth pays homage to the city's beloved post office's heritage. Handwritten postcards foster a personal, tactile experience that revives the value and art of writing slowly, by hand.

The rhythm of connection in Nebotičnik

Nebotičnik, once the tallest building in the Kingdom of Yugoslavia, is Ljubljana's architectural icon. This venue is a space where the sky seems closer than anywhere else - where heights become perspective, and the cityscape becomes the setting.

Experience: Sound art symbolises synchronisation and the beginning of new connections. This experience explores sound as a primordial medium of our communities. The rhythm will become the common language of the attendees. As they listen, respond and co-create the sounds, the attendees will gradually become a harmonised group.

Innsbruck Pub Quiz in the Nebo Restaurant

This chic venue offers unobstructed panoramic views of Ljubljana Castle, exudes exclusivity, and carries symbolic value.

Experience: An interactive pub quiz will become a laid-back ritual for connecting, developed in partnership with the Innsbruck Convention Bureau. This well-known game, which combines knowledge, humour, and cooperation, will encourage guests to exchange experiences and serve as an elegant end to the meetings.

CIRCLE 2: HARMONY

Bankarium - Muza - Place 369

Vault of trust in the Bankarium, the museum of banking

This authentic banking museum has immense historical value. The space exudes trust and seriousness and serves as a time capsule of past architecture.

Experience: Attendees will search for a hidden treasure inside a former city bank. The game of exploration and cooperation will take attendees on a journey through stories about safeguarding secrets and assets. At Bankarium, the banking heritage combines with the group's dynamics.

The art of water in Muza Gallery

This contemporarily designed space features a unique architectural style. Its balance between the past and modernity renders it subtly inspiring.

Experience: At Muza Gallery, attendees will enjoy a water-tasting session led by a water sommelier. This guided H2O experience will encourage attendees to try various waters and explore their sources, characteristics, and stories. Attendees will be encouraged to sense an element we too often take for granted actively.

Imprint 369 at Breg 369

The brand-new 369 venue is an urban space with a distinct style - its raw, modern, and slightly mysterious ambience reflects the city's pulse and counterbalances the historical properties.

Experience: The visual and artistic experience at 369 will transform the space into an art canvas. Through joint creation, the ties among attendees will be reflected in a collective artwork that will materialise the dynamics of the groups and leave a tangible imprint.

Commenting on the new format and the programme, the co-founder of Conventa, **Gorazd Čad**, said: *"The innovative concept of the Conventa Experience Crawl is the result of a cooperation among partners and the belief that meetings can break the mould. Six carefully selected venues in the heart of Ljubljana will form a part of the Conventa story and experience. This project will help Ljubljana position itself as a city where every street, building, or atrium can serve as an event venue. The Conventa Experience Crawl is an ode to creativity, collaboration and a new understanding of events as holistic experiences."*

The Conventa Experience Crawl proves that even business events can transform into art when they take place in a city that becomes a stage and among people who create with passion. Ljubljana's role is thus far beyond a setting; the Slovenian capital will co-create the experience with its urban pulse and soul.

Press material:

- [Conventa's photo gallery](#)
- [About Conventa](#)
- [Video Conventa 2023](#)
- [Video Conventa 2024](#)
- [Video Conventa 2025](#)

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