

Press Release

For Immediate Release

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## CONVENTA'S 18<sup>TH</sup> EDITION SET TO UNVEIL A REFRESHED PROGRAMME

**The esteemed trade show presents a redesigned programme and exclusive new location**

The organisers of Conventa are gearing up to celebrate the 18th anniversary of one of the premier trade shows in the European events industry. Between 10 and 12 February 2026, Conventa will return to Ljubljana, but this time, to a new, exclusive location, the Grand Hotel Union Eurostars. This year, the organisers will present a refreshed concept, which includes a brand-new afternoon programme dubbed Conventa Experience Crawl. The advent of this innovative format is slated to enhance networking opportunities and foster new connections among suppliers and hosted buyers. Thus, the number of business meetings is expected to increase by at least 30%. The Conventa Meet trade show is the culmination of year-round events and activities taking place under the Conventa umbrella brand. The distinguished trade show remains a key point for the development of the regional events industry and spreading awareness about measuring the effects of regenerative and creative events in the so-called "New Europe" region.

First novelty: New location - the royal ambience of the Grand Hotel Union Eurostars. For the first time, the Conventa trade show will take place at a new, exclusive venue - at the Grand Hotel Union Eurostars, one of Ljubljana's flagship hotels with over a century of experience in hospitality *par excellence*. The event will be hosted across the hotel's numerous conference halls, facilitating networking opportunities for suppliers and hosted buyers and enabling more flexibility in organisation. Hosting the trade show at a new venue represents a key milestone for the event's future development, as Grand Hotel Union Eurostars combines historical elegance with the most modern technical and logistical requirements to host international business events. Conventa is thus entering a new chapter in its storied history - as an event that not only connects, but inspires and sets standards for the events industry.

## Second novelty: **Conventa Experience Crawl**

One of the most anticipated novelties of Conventa Meet 2026 will be the Conventa Experience Crawl, an experiential afternoon programme immersing attendees in a new dimension of networking and destination exploration tours. Over the course of two packed days, hosted buyers will visit six handpicked venues across Ljubljana to discover suppliers' countries and destinations in an interactive, art-inspired and networking-oriented way. A key feature of the programme will be the so-called national houses, resembling those at the Olympics. Each participating country will prepare its own curated experience under the common theme, The Art of Meetings. Through their art, cuisine and performance, each country will showcase its character, creativity and hospitality.

## Third novelty: **The Planet Positive Event Forum**

On 21 January 2026, three weeks prior to Conventa's start, the organisers will host The Planet Positive Event Forum, the prelude to Conventa 2026. The event, focusing on sustainable and regenerative principles in event organising, will present the practical application of the Planet Positive Event methodology, showcasing how event organiser can cut the carbon footprint of their events and amplify their positive societal impact. The programme will combine keynote presentations, panel discussions, best practice cases and interactive Sustainability Labs with in-person demonstrations. It will conclude with the award ceremony for internal experts and the unveiling of a new standard for sustainable gifts and products for events.

## Fourth novelty: **Conventa Trend Bar - Live**

Although Conventa Trend Bar is already an established platform among many Conventa attendees, with the first edition hosted as early as 2012, 2026 will mark the first time the Trend Bar will transform into an independent half-day event, taking place on Tuesday, 10 February 2026. The event will highlight the current trends in marketing, sales, and event organisation. Conventa Trend Bar is scheduled to take place from 15:00 to 17:30 and will be open to all attendees of Conventa. Featuring a group of leading event experts, the event will explore the intersection of creativity, sustainability, and inclusion, while providing useful insights into the latest trends in the events industry.

## Fifth novelty: **The central theme of Conventa 2026 is The Art of Meetings**

In 2026, Conventa will shine a light on the so-called Art of Meetings, emphasising the art of connecting people, ideas, and places. In an era when events continue to lose significance and personality, Conventa is reestablishing human touch, aesthetic, and purpose as the core pillars of events. The theme will encourage event organisers to become co-creators of experiences where every event is an artwork, respecting the details, people, and the environment. Conventa is thus becoming an art gallery for fostering human connections; an atelier where business meets art.

## Sixth novelty: VERA - VAR for the events industry

This year, Conventa has implemented an advanced AI-powered system named VERA (Verification & Evaluation for Reliable Assessment), which functions as a sort of VAR for the events industry. Based on the matrix of hosted buyers' quality and over 60 criteria, the system can accurately identify those that bring actual business value and separate them from less relevant registrants. VERA couples the power of artificial intelligence, a verified database, and human judgment to ensure a transparent, ethical, and objective process of selecting hosted buyers. By adopting the new tool, Conventa is solidifying its position as one of the most innovative and advanced B2B events in the New Europe region.

In the upcoming weeks, Conventa's organisers will share even more intriguing novelties, including new destinations and suppliers joining the trade show for the first time, destinations that will host fam trips, and details about the annual meeting of Slovenian congress ambassadors. Another immersive experience will be available in the Experience Zone, designed to facilitate networking in comfortable lounge areas.

Conventa's team will be joining the largest events in the events industry this month. Neža Brezovnik will be hosting meetings with interested event organisers at IBTM World in Barcelona, while Gorazd Čad will be glad to discuss collaboration at the Bea World Festival in Rome. Beyond the mentioned novelties, Conventa will also present new information about Conventa's guarantee of quality, which ensures the quality of attendees is verified and that the event is sustainably organised.

Conventa is organised by the Slovenian Convention Bureau and Toleranca marketing event agency in cooperation with Ljubljana Tourism, the Slovenian Tourist Board and 20 strategic partners.

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Press material:

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