

Conventa continues its journey to unveil emerging meeting destinations with the upcoming **TBYB BD (Try Before You Buy Budva)**, slated for **30 September - 2 October 2026**. This boutique event will showcase one of the Adriatic's most lively and historic coastal regions.

Part of the Conventa Explore platform, TBYB BD brings together a carefully selected group of international hosted buyers and local partners to experience Budva as event creators rather than leisure guests. Participants will take part in a curated destination programme and build business connections.

Where history meets contemporary event potential

Set on the glistening Montenegrin coast, Budva is one of the oldest settlements on the Adriatic, with over 2,500 years of history. Its well-preserved medieval old town is enriched by a dynamic tourism and events scene.

TBYB BD will showcase this unique contrast, from ancient stone walls and cultural heritage to contemporary and elegant venues, vibrant nightlife, and diverse incentive possibilities along the Budva Riviera.

A destination you can experience

The TBYB format, developed by Conventa, is built on the idea that destinations must be experienced to be understood. By combining pre-arranged one-to-one meetings with immersive local experiences, the concept creates an environment for building trust and long-term partnerships.

During the event, participants will:

- ✓ explore carefully selected venues and hidden gems,
- ✓ take part in authentic Adriatic experiences,
- ✓ engage in targeted B2B meetings with local suppliers.

This balance between structured business and experience-driven discovery tours helps make every interaction relevant and memorable.



Gorazd Čad,

Co-founder of Conventa and
CEO of Toleranca Marketing

"TBYB Budva reflects precisely what Conventa Explore stands for: discovering destinations through authentic experiences rather than presentations. We believe that the best business relationships begin with acquiring first-hand knowledge, having genuine conversations and truly understanding what a destination can offer. Budva has all the ingredients that make a successful event destination: exceptional hospitality, inspiring venues, rich cultural heritage and passionate local partners. Through this experience, we want international event organisers to see its potential beyond today - for the future of meetings and incentives in the Adriatic."

A boutique format with strategic impact

TBYB BD follows Conventa's tried-and-tested boutique approach: limiting participation to a select group of hosted buyers and suppliers to focus on quality over quantity. This highly personalised setting allows for genuine conversations, stronger connections, and business outcomes.

Previous editions of TBYB events across New Europe have shown that such formats go beyond traditional fam trips, acting as strategic tools for destination positioning and long-term collaboration.

Why Budva, why now?

As the events industry increasingly seeks destinations that combine authenticity, accessibility, and strong storytelling, Budva is a natural contender. Its mix of heritage, seaside atmosphere, gastronomy, and evolving infrastructure offers a fresh perspective for organisers looking to create distinctive events.

TBYB BD aims to position Budva not only as a leisure hotspot, but as a destination capable of hosting boutique meetings, incentives, and creative gatherings with character.

A programme designed to experience the destination

TBYB BD combines business with authentic destination experiences, allowing participants to evaluate Budva through future events. Over three days, hosted buyers will enjoy site visits, seasonal and local gastronomy, Adriatic experiences, informal networking, and pre-scheduled one-to-one meetings with carefully selected local suppliers.

From the historic Old Town to opulent abodes and event venues, the programme showcases Budva's blend of heritage, hospitality and modern event infrastructure, demonstrating why it is becoming one of the Adriatic's most sought-after destinations for meetings and incentives.

Connecting people, places, and ideas

Through its Explore series, Conventa continues to stay true to its mission: connecting international event professionals with destinations that offer quality services and exceptional event infrastructure. With TBYB BD, the Adriatic will once again become a setting for new ideas, partnerships, and future events. Discover what Budva can offer beyond today.



By  Conventa

TBYB **BD**

More about the event

<https://conventa.si/events/explore-budva/>



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