

WHY CONVENTA?

- Its great value for money.
- You can meet and network with key meeting industry players of SE and Central Europe and emerging destinations.
- One2One meetings will give you a chance to get personal.
- You will experience first-hand the South-East European hospitality.
- You can build and position your brand with Conventa year-round promotion.

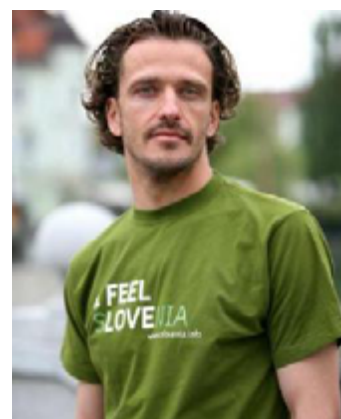
WWW.CONVENTA.INFO



CONVENTA IS NOT JUST A TWO-DAY TRADESHOW; IT IS MUCH MORE THAN THAT!

Conventa strives to unite the region and year after year presents its professional face to the international meetings market.

TEXT BY **MIHA KOVAČIČ, CHIEF ORGANIZER OF THE CONVENTA**



A decade back the region of South East Europe did not feature heavily in the thoughts of the international meetings market. Then seven years ago Slovenia, one of the smallest countries in this region, initiated the idea of regional marketing with the aim of positioning the region on the international meetings map. It was quite an ambitious plan for a small Convention Bureau and a small marketing agency to achieve, one they set out to do through a meetings show. With each passing year of Conventa, however, each trade show has contributed to the growing success of the region.

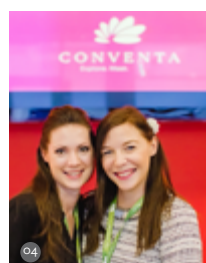
Conventa is not just a two-day tradeshow; it is much more than that. It is a marketing campaign running 365 days per year. It is also an event that remains alert to how important it is to understand client needs, market developments and market trends. Year after year it delivers on its promises to hosted buyers and exhibitors at the only meetings show where they are treated equally.

Through popular education sessions provided by world industry leaders the Conventa trade show also contributes to the professional development of individual suppliers, destinations and countries, but most importantly to the South East Europe region.

Over the years that it has been taking place Conventa has attracted and hosted over 1000 meeting planners interested in the region, all of whom could personally experience the product, the people and the pleasure of South East Europe's destination gems.

Conventa strives to unite the region and year after year presents its professional face to the international meetings market. The results received from hosted buyers and exhibitors attending the shows bear testament to its continued success. We look forward to seeing you at the 7th Conventa in January 2015!

- 01 Trade show
- 02 Hosted buyer chef challenge
- 03 creative use of Conventa stand
- 04 Conventa team
- 05 Welcome reception
- 06 Conventa awards
- 07 Conventa TV



DISCOVERING NEW EUROPE WITH CONVENTA

Conventa is the first trade show to represent on international market destinations of South, Central and Eastern Europe, also known as New Europe.

TEXT BY **GORAZD ČAD**



Once the term New Europe described all the countries of Eastern Europe or the former Eastern Bloc. Despite the many stereotypes this region now offers exceptional conditions for meetings industry. Stunning nature, rich cultural and historical heritage, excellent accessibility, affordability, a number of new convention centers, hotels and fresh creativity puts New Europe among the freshest and most desirable convention destinations out there. Emerging meetings destinations of New Europe are thus awaiting to be explored. But what falls under emerging meetings destinations? Lisa A. Grimaldi, Senior Editor at Northstar Travel Media, defines them as:

- Destinations that are just discovering how meetings, incentives and exhibitions can further boost a country's economy
- A country with newly developed infrastructure for hosting events
- A country that, due to its strong economy, is developing domestic meetings markets and even expanding its group business regionally and overseas

The organizers Conventa firmly believe that it is necessary to go beyond the outdated ways of thinking and start with new forms of integration and cooperation. For them, New Europe is associated with the fundamental professional values of the meetings industry, with youth, energy and creativity that radiate destinations represented at Conventa.

A majority of Conventa's exhibition floor remains reserved for the South East and Central European's meeting providers, the rest is now open also to all emerging destinations that represent a novelty on the international meeting market.

Only a few hours away from Frankfurt or London lies half of Europe that is open wide and is waiting for you to explore it. This trip will be full of positive surprises, meetings with the new convention bureaus, new meeting venues and service providers and last but not least opportunities for new connections between East and West, North and South.

Join us in discovering NEW European meeting destinations at Conventa 2015!

CONVENTA 2009 – 2014 RESULTS

1.362 HOSTED BUYERS FROM **40** COUNTRIES

731 EXHIBITORS FROM 12 COUNTRIES

14.322 BILLATERAL TALKS

13.714 ONE2ONE PRESCHEDULED MEETINGS

THE DEVELOPMENT OF CONVENTA:

2007

- First Simex, predecessor of Conventa show
- The first trade show hosted 35 exhibitors and 40 hosted buyers
- Development of One2One system for pre-scheduling meetings

2008

- 50 exhibitors and for the first time over 100 hosted buyers
- Decision to expand the project across borders
- First catalogue Meet in SEE

2009

- The launch of the Conventa brand
- Over 3000 One2One meetings
- The start of Academy Conventa

2010

- Exceeding 100 exhibitors
- Conventa starts to recognise outstanding achievements by granting awards
- The launch of the Meeting services spot

2011

- 23 % more exhibitors from 9 SEE countries
- The launch of Conventa Wild Card programme
- Conventa Hall of fame award granted for the first time
- Record number of hosted buyers (271)
- Conventa wins Sustainable Stand Award at EIBTM
- Introduction of Eco day and Eco Village
- Conventa hosted first IMEX-MPI-MCI Future Leaders Forum

2012

- 10 SEE destinations presented at the show
- Conventa TV – broadcasting live for the first time
- The launch of Conventa mobile site
- Conventa hosts Meeting Star Awards for the first time

2013

- Expanding the borders – Turkey joins Conventa exhibitors
- Hosting SEEPCO meeting
- Celebrating 5 year anniversary – Conventa give me five!
- Inside award granted for the first time at Conventa
- Introducing Conventa mingling

2014

- Introduction of 6 Es (Experience, Engagement, Education, Emotions, Energy and Entertainment)
- The largest number of international meeting planners in the history of the show (over 200)
- The highest quality hosted buyers (62,78 % were rated as good or excellent by exhibitors)
- Congress destinations were presented in the highest number so far (12)
- A record number of pre-arranged meetings (3.158)
- The best and most extensive educational program was offered (over all 3 days)
- First Conventa Ambassador

2015

- For the first time Conventa invites emerging destinations of New Europe
- Adding another E to the mix



- 01 Welcome to Conventa
- 02 Conventa eco village (2011)
- 03 Conventa meeting services spot
- 04 Conventa catalogue
- 05 Conventa TV
- 06 Feeling Conventa love
- 07 Linda Pereira never misses Conventa show
- 08 Sustainability is important to Conventa
- 09 Press Conference for the 5th anniversary of Conventa
- 10 Zoran Janković, Mayor of Ljubljana
- 11 SEEPCO meeting at Conventa 2013
- 12 Ljubljana pre-tour for buyers
- 13 No one leaves Conventa hungry
- 14 Culinary delights at networking dinner
- 15 Conventa party 2012

THE 6TH CONVENTA SURPASSED ALL EXPECTATIONS

- largest number of international meeting planners in the history of the show (over 200)
- highest quality hosted buyers (62,78 % were rated as good or excellent by exhibitors)
- congress destinations were presented in the highest number so far (12)
- the organizers recorded a record number of pre-arranged meetings (3.158)
- the best and most extensive educational program was offered (over all 3 days)

SATISFACTION SURVEY RESULTS

Getting feedback on the past Conventa shows helps Conventa team make a step forward in 2014. The satisfaction survey conducted after Conventa 2014 brought some remarkable results.

“Conventa team, you know how to keep a promise and organise an event which can meet all exhibitor needs. Congratulations Conventa team, you’ve done a great job!”
Conventa 2014 exhibitor

EXHIBITORS SHARED

Main reasons for attending Conventa are One2One meetings. The core of the show, One2One meetings, are also the main reasons why 70,37 percent of exhibitors decided to attend the sixth Conventa. More than half of exhibitors said their participation absolutely met their expectations!

“67 percent of Conventa exhibitors would absolutely recommend this trade show to their meeting industry colleagues!”

HIGH LEVEL OF SATISFACTION

Exhibitors were very happy with the work the organizers did. Friendliness and effectiveness of show organizer (4,63) was followed by effectiveness and timeliness in communication (4,52) and registration procedure (4,48). The exhibitors also rated highly the Conventa Catalogue (4,48) and Geoffrey device (4,46) for rating meetings on location. *

Rating: 5 – Excellent, 4 – Good, 3 – Adequate, 2 – Poor, 1 – Very Poor

GREAT NUMBER OF MEETINGS

On average exhibitors had 31,6 meetings in total. More than half of exhibitors had 1 – 5 quality business leads, while more than 22,2 percent of exhibitors had an amazing 11 – 15 quality business leads.



Satisfies Conventa exhibitors



Hosted buyers at networking dinner



Having a cup of coffee at Conventa

HOSTED BUYERS SHARED

HOSTED BUYERS FELT WELCOME AT CONVENTA

The main reason hosted buyers attend Conventa trade show remains the presentation of South East and Central European meetings industry offer in one place. More than 80 percent of hosted buyers that attended Conventa 2014 said their participation absolutely met their expectations.

“75 percent of hosted buyers said they feel welcome at Conventa!”

The overall reputation of the trade show (4,35) and networking opportunities (4,46) also stood out on the positive side and were complimented by hosted buyers.*

Rating: 5 – Excellent, 4 – Good, 3 – Adequate, 2 – Poor, 1 – Very Poor

FAM TRIPS OFFERED AN UNFORGETTABLE FIRST-HAND EXPERIENCE OF THE DESTINATION

Hosted buyers certainly got plenty of possibilities to explore the SEE region. Not only did they get to know the region by meeting with key meeting industry suppliers and checking their meetings offer at the trade show, but they also had the possibility of attending Conventa FAM trips that offered first-hand experience of the following destinations: Ljubljana, Bled, Zagreb, Carinthia, Trieste, Portorož and Opatija.

Based on the survey results we can conclude hosted buyers were very much satisfied with fam trips organized. The highest score was given to Ljubljana (4,6) that was followed by Bled (4,5), Zagreb (4,5), Carinthia (4,34), Trieste (4,5), Portorož (4,41) and Opatija (4).*

*Rating: 5 – Excellent, 4 – Good, 3 – Adequate, 2 – Poor, 1 – Very Poor

THE POSSIBILITY OF PLACING FUTURE BUSINESS IN THE DESTINATION, HOTELS, VENUES

The organizers hope the 2014 edition was successful in promoting the SEE region as a great meetings destination. Looking at the survey results the organizers of Conventa remain optimistic. Hosted buyers that attended the 2014 show stated that in the future they are most likely to place business in the destination (4,27) and likely to place business in the hotels presented at the show (4,1). There is still room for improvement when it comes to convincing hosted buyers to place future business in activities (3,92) and venues (3,71) in SEE.

Ratings: 5- Very likely, 4 - likely, 3 – Moderately likely, 2 – Slightly likely 1 – Not at all likely



Ljubljana dragon welcomes hosted buyers

HOSTED BUYERS ABOUT CONVENTA

»You would think if you are a seasoned meeting planner you would have Europe sewn up by now. But it could be time to discover the ‘new’ destinations of Europe.« Angela Antrobus, M&IT, United Kingdom

“I would like to warmly thank you for giving me the opportunity to discover both your wonderful city of Ljubljana as well as attend Conventa. It was really a great experience and I am very enthusiastic about all I have seen, heard, tasted and experienced. I can’t wait to come back and to bring ESC sub-specialty congresses to Ljubljana!”

Valérie Thiollet, Specialty Congress Production, European Society of Cardiology (2014)

“The fact that I come to the Conventa show and find all the partners in the region at the show, means I can do in an hour, maximum two days, what would take me five days or even more to do as I would have to travel among other countries in the region. So in this way I can bring the South East European countries together; all the partners are at the table and I can seal the deal in a couple of hours.”

Linda Pereira, Senior Partner and CEO of the L&I Communications Group (2011)

“Conventa is a top quality event to meet prime partners at. The trade show lets you know the potential South East Europe has to host future meetings.”

Efrain Pardo, HelmsBriscoe, Czech Republic (2012)

“As a professional meeting planner I’m being continuously asked for something different, value-centred. I firmly believe that South East Europe can provide answers to many of these needs. Go there and check it out. I know you will be more than satisfied!”

Patrick M Delaney, Director at Ovation Global DMC (2012)

“I would like to thank you for the invitation to be your guest in the city. I know I postponed my visit for a long time, but I am glad I was there. You are great people, with an amazing and charming approach, and you made me fall in love with the country, city, and the people. I am glad I made the decision to stay here for an extra 2 days so I could also walk around and have 1 or 2 more meetings. I am sure I will be able to bring congresses to you - you are unique.”

Eyal Halevy, Paragon Group, Switzerland (2014)



Hosted buyers know how to mix business with pleasure at Conventa

PARTNERS ABOUT CONVENTA

The trade show rests upon a partnership model of creating synergies with official, regional, international and media partners. Their engagement also plays a crucial role in the success and development of the trade show and consequently also in the development of the meeting industry in the region of South East Europe.



IZTOK BRICL, M.Sc., DIRECTOR OF GR - LJUBLJANA EXHIBITION AND CONVENTION CENTRE

‘We have collaborated with Conventa from the very beginning. Every year we host it in the halls of the GR - Ljubljana Exhibition and Convention Centre. We even “dressed” it: an imaginative, original and trendy “green” installation made of crates was awarded as the best exhibition space at the congress exchange EIBTM in Barcelona in 2011.’



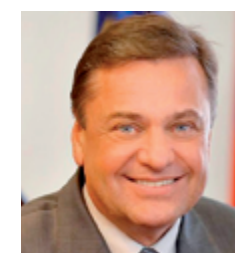
MILAN SAJOVIC, ASSISTANT SALES & MARKETING MANAGER AT THE UNION HOTELS LJUBLJANA, SLOVENIA

“Conventa - melting pot of opportunities for successful business.”



KARMEN NOVARLIČ, MSc, TOURISM DIVISION, SPIRIT SLOVENIA

“Slovenian tourism boasts a number of excellent business events, characterized by professional execution and satisfaction of domestic and foreign business partners. Conventa ranks at the very top of these events and in 2014, with more than 200 international hosted buyers from 25 countries, proves once again that events carried out with quality each year attract the most important players from business and congress tourism in the region and beyond. Congress as a product with high added value and multiplicative effects is ranked among the key products of Slovenian tourism, so we are glad about the optimistic forecast of a positive global trend in business meetings and congresses for the year 2014. Also positive is the fact that the organisers of congresses and business meetings are increasingly looking for new destinations, often with accompanying “outdoor events”, where Slovenia can offer attractive tourism products with a good ratio between price and quality of the product offered.”



ZORAN JANKOVIĆ, MAYOR OF THE CITY OF LJUBLJANA

»The Conventa Show has established itself over the past six years as an unmissable business event for showcasing the SE Europe meeting industry products to international clients. As a strategic partner of the organiser, the City of Ljubljana has lent its support to Conventa since the beginning and, hopefully, for the many years to come.«



SAŠA ZOR, DIRECTOR OF SALES AT SAVA HOTELS & RESORTS

“Academy Conventa is a series of enlightening events. Hosting a comprehensive array of speakers it is also the best way to keep abreast of all the latest industry trends. With eyes wide open it encourages participants to return to their offices with a valuable collection of new ideas, contacts and an actionable to-do list inspired by the some of the issues discussed. From junior to senior, Academy Conventa is a refreshing experience for every MICE enthusiast.”



BOGDAN LIPOVŠEK, DIRECTOR OF UNION HOTELS

»We are very proud that the city of Ljubljana and Grand hotel Union has the honour to host Conventa each year. This trade show is a very important tool to promote Ljubljana as a congress destination. The most positive thing is the combination of business and networking with people from all around Europe at one place.«

BOOSTING NEW EUROPE THROUGH THE CONVENTA WILD CARD

Conventa wild card programme aims to reduce regional disparities and to increase competitiveness of all meeting and incentive destinations in South East Europe

New European countries are one of a new breed of destinations attracting interest from the meeting and events industry. To present the entire region of New Europe with a wide range of meeting industry providers, the Conventa trade show from 2011 onwards offers meetings industry providers coming from countries with a lower trade per capita the opportunity to apply for the Conventa wild card.

The Conventa wild card programme is designed to help new or emerging meeting providers to enter the global meeting industry market and therefore increase the competitiveness of the entire region of New Europe. The Conventa free wild card in the past focused on South East European countries and granted the meeting industry providers coming from Albania, Bosnia and Herzegovina, Bulgaria, Former Yugoslav Republic of Macedonia, Montenegro, Romania, Serbia and Turkey, who had never before exhibited at Conventa, an opportunity to present their offer at the Conventa show free-of-charge. This was a chance for the winners to build important contacts through prescheduled appointments and numerous networking opportunities at Conventa, thus building potential partnerships for the future. In 2015 Conventa opens the wild card programme to all New European countries with a lower trade per capita that are thinking for attending Conventa for the first time.

Conventa wild card winners through the years

2011

The Tourist Service Municipal Enterprise, Bulgaria



“Winning the Conventa wild card gave us the opportunity to learn about the global meetings market and exchange best practices with other participants.”
Stoyan Lazarov of the Municipal Enterprise.

The Novi Sad Fair – Congress Centre Master, Serbia



“We met hosted buyers with real buying power at Conventa and learnt about our competitors and best practices in the meeting industry.”

Dragana Baturan of Novi Sad Fair

2012

SC MC Transylvania SRL, Romania



“Winning the Wild Card Programme presents a great opportunity for a small DMC like us to make himself known and promote a “product” that deserves to be exposed in the MICE business. When it comes to promotion, our work is endless! Participating at a trade show like Conventa in only “accelerating” the process!”

Jean Michel Corbet, SC MC Transylvania SRL, Romania

Fortuna Trade Tours, Bosnia and Herzegovina

“Participation gave us chance to present our products and services to potential clients and make new long-term business co-operation (and follow-up after attending Conventa), as well as present new packages to our already existing partners which are exhibiting Conventa.”

Mili Bijavica, Fortuna Trade Tours, Bosnia and Herzegovina

2013

Zira Hotel Beograd, Serbia



“Wild card programme gave us a chance to explore the market outside of Serbia. It gave us a chance to connect with both clients from region and our colleagues from meeting industry in order to expand and improve our services.”

Milena Čolaković, Zira Hotel Beograd

ExploringMacedonia.com, Macedonia



EXPLORINGMACEDONIA.COM

“Conventa, as the leading business-to-business event in the area, is a valuable opportunity for every business tourism oriented company from the region. We are glad that Conventa supports and gathers industry professionals at an event that is building tradition, know-how and expertise for a global competence of the South East European region on the business travel

world map. We perceive Conventa Wild Card Program as an outstanding possibility to increase our brand awareness not only to Exploringmacedonia.com as a tourism portal, but in general for Macedonia as the unexplored MICE destination in the region.

Following Conventa in the last years, we really appreciate the opportunity to be the first Macedonian PCO on Conventa broadening the networking possibilities and enriching Conventa’s regional list of participants.”

Despina Kozarovska, Exploringmacedonia.com

2014

Tourist Organization of Subotica, Serbia



“We perceive Conventa Wild Card Program as an outstanding possibility to increase the awareness of Subotica as the unexplored, emerging, MICE destination in the region. To present our offer to the wide audience of international buyers in only two days is something that we could only dream of but could not afford. With Conventa Wild Card Programme we can put Subotica on the business travel world map.”

Branka Banjanin, Subotica Tourist Organization

Radon Plaza hotel, Bosnia and Herzegovina



“Wild card gave us a possibility to establish ourselves as a permanent exhibitor at Conventa in the upcoming years.”

Đenan Riković, Radon Plaza Hotel

MEETING INDUSTRY OF YESTERDAY, TODAY AND TOMORROW!

Conventa offers opportunities to gain in depth knowledge and best practice examples in subjects as diverse as meetings management and destination marketing.

The guiding principle is to share knowledge and experience that has been developed through the years of tradition and professional practice with those that will be shaping the future of the meeting industry tomorrow. The sixth edition enriched the educational programme by upgrading the traditional Conventa Academy, introducing Conventa morning energy sessions tailor-made for exhibitors and hosted buyers needs and launching a brand new Conventa Experts Corner where short One-on-One sessions were filled with expertise and advice.

CONVENTA ACADEMY

Knowledge is no longer a privilege, yet a necessity to ensure success and growth of a company. This is most of all true for a developing field like meetings industry. Over the years Academy Conventa has offered up-to-date knowledge in the area of meeting's industry, following the principle of active learning. It has stimulated companies to invest in knowledge to ensure constant development and progress. Since the outset many great meeting professionals shared their knowledge and experience. Conventa Academy has hosted:

Kevin Kelly, *Internationally Acclaimed Motivational Speaker and authority on entrepreneurship, leadership, sales, creativity and personal excellence*
Paul Bridle, *Bridle International, UK*
Penilla Gunther, *MP at Swedish Parliament, Sweden*
Paul Colston, *CMW Magazine, Conference News, UK*
Linda Pereira, *CPL Events, Portugal*
Michael Foreman, *Association of British Professional Conference Organisers*
Angie Mason, *Absolute Corporate Events*
Francesca Manzani, *AIM Group*
Paul Kennedy MBE, *Kennedy Integrated Solutions*
Mike van der Vijver, *MindMeeting*
Davor Bruketa, *Marketing Agency Bruketa&Žinić*
Roger Pride, *Heavenly Wales*
Chris Parnham, *Absolute Corporate Events*
Srečo Peterlić, *Liberty International Slovenia*
Rok Klančnik, *at the time of Conventa Academy representative of Slovenian Tourism Organization in Brussels*
Damir Lukić, *Dubrovnik Palace Hotel*
Bogdan Lipovšek, *Union Hotels*
Janez Jager, *LifeClass Hotels & Spa*
Tomaž Krušič, *INTOURS DMC*
Miha Kovačič, *Slovenian Convention Bureau*
Gorazd Čad, *Go.Mice & Toleranca Marketing*
Tatjana Radovič, *Ljubljana Convention Bureau*

“The modules of Academy Conventa are an excellent opportunity to gain new knowledge for all the young professionals in the meetings industry. The lecturers are profes-

sionals in their field and by sharing their knowledge and experiences through good practice examples, they really help us newbies.”

Bernarda Karo, Destination Maribor – Pohorje

FUTURE LEADERS FORUM

From 2011 onward, Conventa has hosted IMEX-MPI-MCI Future Leaders Forum, a premier educational programme that encourages the best and brightest students to develop successful careers in the meetings and events industry. The FLF takes place in up to 15 different locations all over the world each year. Over 100 forums have taken place globally since 2003 with more than 6,000 students participating in the forums to date. The programme is especially designed to engage and inspire future industry leaders and cover various industry-relevant topics. Students from South East Europe are every year invited to participate at the IMEX-MPI-MCI Future Leaders Forum held at Conventa. By attending this Forum, they listen to some of the leading speakers in the industry, learn about the meetings industry and meet industry leaders. It also gives them a chance to visit the Conventa show and see how different countries promote themselves. All in all, it is a wonderful experience that students find informative and fun.



Conventa Academy



Future Leaders Forum

CONVENTA SUSTAINABLE MANAGEMENT

Conventa is fully committed to reducing the negative environmental impacts of the trade show by implementing sustainable practices that add value to all participants and the local community.

Engaging interested parties

Conventa promotes a close cooperation with key interested parties to together identify sustainable issues and determine key performance indicators. By engaging interested parties, Conventa strives to make sustainability integral part of the trade show management.

Keeping it local

When it comes to organization of the trade show, Conventa focuses on local knowledge, suppliers, products and services. Conventa therefore gives preference to local suppliers of food and beverage, transport, floral arrangements and signage. The trade show thus encourages local economy, reduces travel miles and preserves culinary and cultural heritage.

4R

Conventa follows the 4R principle of rethinking, reducing, reusing and recycling in designing the exhibition stands and setting up the trade show venue. Conventa uses wooden crates from naturally dried domestic pine for exhibitor stands. The crates are being reused every year. Signage at Conventa is made from recycled cardboard and in order to reuse it, almost all signage avoids printing dates. The organizers prepared sustainable guidelines for exhibitors and for hosted buyers to help them understand how to integrate sustainable actions into their exhibit and travel arrangements. The participants are invited to take part in Conventa's sustainable endeavours. They can participate in Conventa sustainability programme by return their badges and lanyards at the end of the trade

show to be re-cycled, use the recycling bins, communicate with organizers in electronic form, use the on-line forms and surveys,...

Conventa's sustainability practice has been awarded in the past

Winning the Sustainable Stand Award at EIBTM 2011, global meetings & events exhibition, Conventa considered as a special honour. The award was given by an independent body, Sustainability Events Ltd, for demonstrating a real commitment to sustainability. Miha Kovačič, Conventa organiser, about the award: “The Sustainability Award acknowledged our efforts in introducing a strategic approach to sustainable management of the regional meeting industry show. It showed us Conventa is on the right track to drive market transformation toward sustainable meeting industry in South East Europe.”

Conventa organisers and partners continue to be committed to reduce the negative environmental impacts of the trade show

With every edition of the show, Conventa continues to pursue its strategic goals that serve the interests of people, planet and profit. New sustainable practices are introduced to the show every year. To show how committed Conventa truly is to sustainability, this text has been rethought, reduced, recycled and reused as well!



- 01 Local apples take over Conventa
- 02 On-line surveys
- 03 Conventa wins EIBTM Sustainable Stand Award
- 04 Recycling Conventa badges
- 05 planting herbs

CONVENTA AWARDS OUTSTANDING ACHIEVEMENTS

“This prize makes us proud but at the same time it obligates us to continue and try even harder in the future!”

Miloš Milovanović, CEO of Serbia Convention Bureau

CONVENTA HALL OF FAME AWARD

Conventa wants to encourage stakeholders in the field of tourism to contribute to the development of the meetings industry of South East & Central Europe through their work, knowledge and ideas. With the “Conventa Hall of Fame” award organisers annually recognise an individual who, through his or her extraordinary and invaluable efforts, has made a significant mark and has affected the development of the meetings industry.

The Conventa Hall of Fame award went to:

Andrea Leitner,

Director of Conventionland of Kärnten (2014)

Barbara Vajda, *former Director of the Ljubljana Tourism (2013)*

Bogdan Lipovšek, *Director of Union Hotels (2012)*

Nikica Račić, *Director of Croatian Convention Bureau (2011)*

AMBASSADOR OF CONVENTA

In 2014 the Conventa Academy for the first time honoured a promoter of Conventa and granted him the title of ‘Conventa Ambassador’. The award was dedicated to Conventa’s long-standing partner and the greatest ambassador of the trade show, Rok Klančnik (1966 - 2013). From the beginning Klančnik took care of the promotion of the trade show as Head of the Slovenian Tourist Board representation in Brussels and he was the greatest ambassador of Conventa. The first international ambassador of Conventa was Timo Heinaro from the Finnish Agency Fincntive.

MEETING STAR AWARD

Since 2012, Kongres Magazine, media partner of Conventa, has been acknowledging outstanding contributions in the field of marketing communication of destinations, congresses, events and meetings industry suppliers in South East Europe. The Meetings Star award is a visible recognition of creativity, knowledge and effort based on team-work and experiences that brought clear and measurable results.

WINNERS IN 2014

Prague - *Top Destination of 2013*

Cankarjev dom - *Top Convention centre of 2013*

Metropol Palace Belgrade - *Top Luxury city meeting hotel of 2013*

Kempinski hotel Zoografski - *Top Premium city meeting hotel of 2013*

Kempinski Palace - *Top Luxury resort meeting hotel of 2013*

Hotel Dubrovnik Palace - *Top premium resort meeting hotel of 2013*

WINNERS IN 2013

Ljubljana, Graz and Zagreb - *The Best SEE Meetings Destinations of 2012*

Hotel Esplanade (Zagreb) - *Luxury city meetings hotel of the year 2012*

Hotel Dubrovnik Palace - *Premium meetings hotel of the year 2012*

Kempinski Palace Hotel Portorož - *Luxury meetings resort hotel of the year 2012*

Grand Hotel Union Executive - *Premium city meetings hotel of the year 2012*

WINNERS IN 2012

Miloš Milovanović, *Serbia Convention Bureau - Kongres Marketing Personality of the year 2011*

Centre of Business Tourism, Daniela Kos - *Meeting Industry Marketing Agency of the year 2011*

Anže Čokl, *Bohinj Park EKO Hotel - Young Meeting Industry Creative Professional of the year 2011*

Jezeršek House Catering, *product campaign Taste the world - Best Overall Product Marketing Campaign of the year 2011*

INSIDE AWARD

From 2012, Conventa has been awarding companies developing innovations in the field of technology or business innovations in the meetings industry with the ‘Inside Innovation’ award. The purpose of the award is to identify good practice in the region.

Innovations include new products, processes and services that significantly improve on existing ones already established in the market.

Inside Innovation award was granted to:

Geoffrey - *The first electronic butler (2014)*

Strawberry energy Company - *Strawberry Mini device (2013)*



01 Daniela Kos, Centre of Business Tourism

02 Jure Jezeršek, Jezeršek Catering

03 Bogdan Lipovšek, Union Hotels

04 Miloš Milovanović, Serbia Convention Bureau

05 Conventa winners on stage

06 Nikica Račić, Croatian Convention Bureau

07 Miloš Milovanović, Serbia Convention Bureau

08 Anže Čokl, Bohinj Park ECO Hotel

09 Mateja Peric, CD-Cultural and Congress Centre Ljubljana

10 Dagmar Brozova, Aniko Ferenczy, Romana Vlašić

11 Aleksandar Danilović, Metropol Palace Belgrade

12 Najda Đorđević, Kempinski Palace Portorož

13 Matej Zalar, Visionect - Geoffrey

14 Andrea Leitner, Conventionland of Kärnten

15 Timo Heinaro, Fincntive

