

TOPICS AND DATES /

Published **7** times per year

Kongres Magazine is far from being just a magazine. It is the only provider of **integrated congress marketing communications**, with which you can make effective **dialogue** with the meetings industry audience. Because we know what meetings industry payers really need and how to ensure their long-term loyalty, we can make above-average, high-quality, relevant, independent, in-depth and interesting **meetings industry stories**.

In 2015 they will be dedicated to you and your customers even more.

EDITORIAL CALENDAR 2015

CONVENTA DAILY
JANUARY 2015
CONVENTA DAILY
1 - 2

Daily newspaper, which will be released during the Conventa trade show and which brings to exhibitors and hosted buyers daily news from Conventa.

		
SPACE CLOSE: 12.12.2014	MATERIALS DUE: 19.12.2014	DELIVERY: 21. - 22.01.2015

SPECIAL ISSUE 1
JANUARY 2015
CONVENTA 2015


Special edition, published as a catalogue of Conventa together with extensive destination presentations and presentations of participating partners. In terms of content this is the most comprehensive overview of the meetings industry in the region of Central and Southeast Europe.

		
SPACE CLOSE: 12.12.2014	MATERIALS DUE: 19.12.2014	DELIVERY: 21. - 22.01.2015

SPRING ISSUE
MARCH 2015
In Focus:
PERSONALIZATION

The old paradigm "size fits all" in the last year has radically altered in the direction of personalization in which the participants of your events are taking the initiative. In the issue, we are going to explore different methods of personalization - everything from CRM tools, match-making innovations and the creation of social and virtual communities for the events of the future. We will examine how to achieve events at which the event participants are in the centre.

 Hot Spot: **EVENT CREATION**
How to create creative experimental events

 Themed supplement:
CATERING SURVEY 2015

		
SPACE CLOSE: 13.02.2015	MATERIALS DUE: 20.02.2015	DELIVERY: 27.03.2015

SPECIAL ISSUE
MAY 2015
MEETOLOGUE 2015

Since 2010, Kongres magazine has been publishing CONGRESS TRAVELOGUES, which were renamed MEETOLOGUES. International meeting planners thus discover little-known European convention destinations. All existing travelogues of the NEW EUROPE will be issued in a special issue of Kongres magazine, which will be released prior to IMEX trade show. With high-quality editorial content, travelogues completely replace the tedious and irrelevant catalogues of meetings suppliers. Digital versions of MEETOLOGUES are currently the most read sections of the Kongres magazine.

		
SPACE CLOSE: 10.04.2015	MATERIALS DUE: 17.04.2015	DELIVERY: 15.05.2015

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CENTRAL AND SOUTHEAST EUROPE MEETINGS INDUSTRY MAGAZINE