



CONVENTA

Explore. Meet. Create.

# 11 YEARS OF RESULTS

POST-EVENT REPORT 2019

A close-up photograph of a bright green apple with a brown stem. A green speech bubble is positioned to the right of the apple's stem, containing the text 'OMG! IT'S CONVENTA!'.

OMG! IT'S  
CONVENTA!

[www.conventa.si](http://www.conventa.si)

# CONVENTA CATALOGUE

FOR CONVENTA PUBLISHED BY

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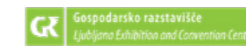
ISSUE DATE

6. 3. 2019

## ORGANIZERS



## OFFICIAL PARTNERS



Gospodarsko razstavišče  
Ljubljana Exhibition and Convention Centre



## SPONSORS



## INTERNATIONAL PARTNERS



## MEDIA PARTNERS





CONVENTA  
Explore. Meet. Create.

# JOIN US AT CONVENTA 2020!

22 - 23 January 2020  
Ljubljana, Slovenia

OMG! IT'S  
CONVENTA!

[www.conventa.si](http://www.conventa.si)



# CONVENTA TAGS

The most frequently used words describing Conventa experience (by participants of Conventa 2019)



AMAZING

SUCCESSFULL

QUALITY

KNOWN

THE BEST

EXCELLENT

PERFECT

FRIENDLY

CREATE

MAGICAL

MEMORABLE

FUNTASTIC

GREAT CONCEPT

EXCITING

GREAT EXPERIENCE

EFFECTIVE

ENJOYABLE

HAPPY

LOVING IT

DIVERSE

NEW EUROPE

COLOURFULL

RELIABILITY

MEET

# EXECUTIVE SUMMARY 2019

Conventa, the trade show for meetings, events and incentive travel, for the 11th year in a row gathered the representatives of the meetings industry of New Europe and event organizers from around the world. From the 23rd to the 24th of January, Slovenia's capital was transformed into the hub of the New Europe's meetings industry.

Conventa, organised by Slovenian Convention Bureau and Toleranca Marketing in partnership with Ljubljana Tourism, Slovenian Tourist Board and destination partners, this year welcomed 132 exhibitors from 15 countries and 238 hosted buyers from 46 countries, among which 61 were Slovenian event organizers. Conventa once more kept the promise to gather high-quality hosted buyers with the real interest in the region, among which 86% visited Conventa for the first time. Ljubljana was for two days a business hub for event organizers of the New Europe region, where 4.274 One2One meetings took place.

According to the results of the survey carried out among hosted buyers and exhibitors, the 11th Conventa has been written into congress history in terms of the number of the best results from the satisfaction survey.

Here are some highlights:

INDEX HOSTED BUYERS VS EXHIBITORS IN 2019 WAS **1,91**

HOSTED BUYERS	EXHIBITORS
<p><b>29</b></p> <p>AVERAGE NUMBER OF MEETINGS HELD AT THE EVENT</p>	<p><b>32</b></p> <p>AVERAGE NUMBER OF MEETINGS HELD AT THE EVENT</p>
<p><b>4.62</b></p> <p>AVERAGE SCORE OF SATISFACTION OF THE EVENT (on scale from 1-5)</p>	<p><b>4.38</b></p> <p>AVERAGE SCORE OF SATISFACTION OF THE EVENT (on scale from 1-5)</p>
<p><b>91,9 %</b></p> <p>OF HOSTED BUYERS RESPONDED THAT PARTICIPATION AT CONVENTA <b>EXCEEDED THEIR EXPECTATIONS</b></p>	<p><b>100 %</b></p> <p>OF THE EXHIBITORS STATED THAT THE <b>PARTICIPATION MET THEIR EXPECTATIONS</b> (58 % ABSOLUTELY, 42 % PARTIALLY)</p>
<p><b>86,2 %</b></p> <p>OF HOSTED BUYERS STATED THAT <b>ITINERARY MEET THEIR BUSINESS OBJECTIVES</b></p>	<p><b>100 %</b></p> <p>OF EXHIBITORS <b>WOULD RECOMMEND CONVENTA</b> TO COLLEAGUES ( 65,2 % ABSOLUTELY, 34,8 % PARTIALLY).</p>
	<p><b>98,5 %</b></p> <p>OF EXHIBITORS THINK THAT <b>INVESTMENT IN CONVENTA WILL PAY OFF</b></p>

CONVENTA TURF (TOTAL UNDUPLICATED REACH AND FREQUENCY) WAS **396.996**

## CONVENTA AMBASSADOR AND CONVENTA HALL OF FAME AWARDS

Every year Conventa rewards extraordinary achievements in the meetings industry. With the Conventa Hall of Fame the organisers reward an individual who has with her or his extraordinary and invaluable effort made a mark and impacted the development of the meetings industry. This year the title went to the catering partners of Conventa: Vivo Catering, Jezeršek Catering, Kaval Group, and Union Hotels. While the Ambassador of Conventa is the title that goes to an individual or company that has been a longstanding partner and the greatest ambassador of the trade show. The prestigious title this year went to the ICCA (The International Congress and Convention Association) and was collected by Elif Balci Fisunoglu, the ICCA Regional Director for Europe.

## THOUGHTS ABOUT CONVENTA

Karmen Novarlič, Head of Business Communication Department at Slovenian Tourist Board:

»Conventa ranked as must go to event on the European congress calendar for the key stakeholders in congress tourism, which is attended by more than 120 international partners from 44 countries and more than 100 Slovenian business partners this year. The evidence of great importance that the trade show gained are also the statistics from the past 11 years: over 2,500 buyers from abroad, more than 1300 exhibitors and more than 27,000 meetings are pinning Conventa among most important events of business and congress tourism in the region and beyond. The trade show also makes an important contribution to the reputation of our country as an excellent host of quality and professional business events. And impresses foreign visitors with enthusiasm, sustainable approach and genuine hospitality, on Slovenia as a boutique and authentic destination for 5-star experience.«

Jan Oršič, Head of Ljubljana Convention Bureau:

»Ljubljana Convention Bureau at Ljubljana Tourism is a proud partner of Conventa and we are pleased that our destination can boast of an event that has already marked the upcoming congress year for the eleventh time by bringing together the whole region and the providers from around the world. Conventa entered the new decade as an established and recognizable event of the international congress industry, which significantly contributed to the establishment of Ljubljana and Slovenia as a meetings destination. The positive responses from invited guests and exhibitors this year again confirmed that Conventa is a trade show with a bright future.«

The organisers of Conventa are therefore proud to present the results of the survey, which confirm the high professionalism and excellence of the event and the satisfaction of all those involved.



# CONVENTA 2019 IN NUMBERS

ONE2ONE MEETINGS	2018	2019
Prescheduled meetings via One2One app	3.325	3.288
Total number of meetings	4.012	4.274

HOSTED BUYERS	2018	2019
Total number of applications	547	540
Total number of confirmed hosted buyers	230	238
Percentage of confirmed buyers	42,05 %	44,07 %
Total number of buyers present at show	234	238
International buyers present at show	185	177
Slovenian buyers at show	45	61
Number of countries	44	46
Percentage of new buyers	82 %	86 %

HOSTED BUYERS REGISTERED ON THE SPOT	2018	2019
Total number of applications	51	55

EXHIBITORS	2018	2019
Total number of exhibitors	126	132
Exhibitors with one2one meetings	116	125
Meeting Services Spot	10	7
Number of countries	16	15

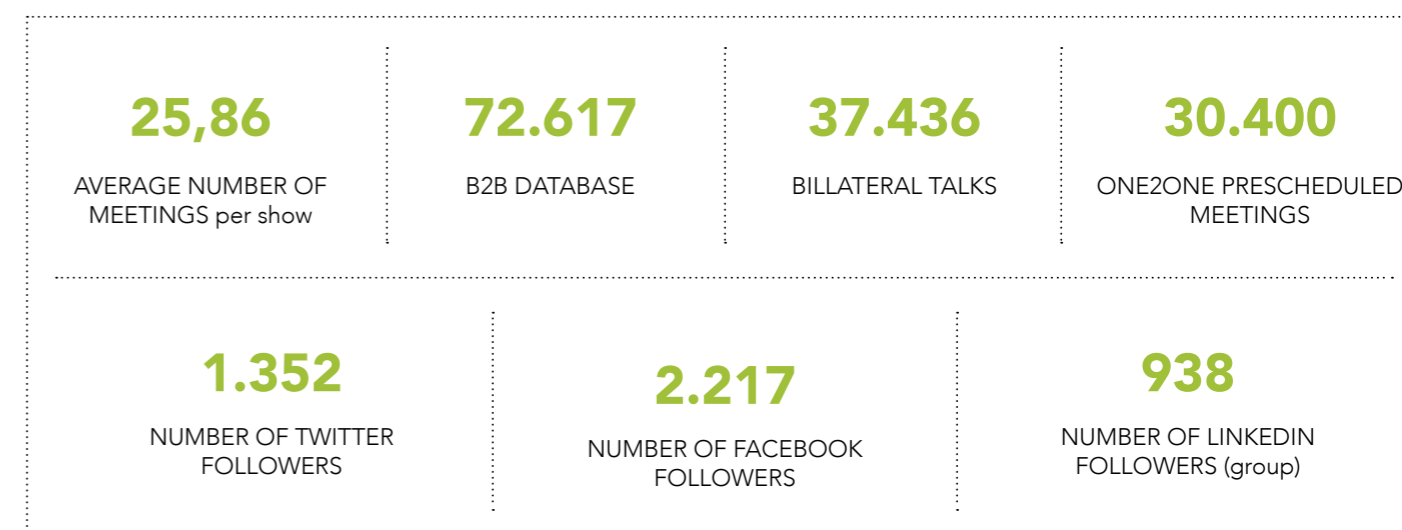
TRADE VISITORS	2018	2019
Number of trade visitors	6	4

MEDIA PARTNERS	2018	2019
Number of media partners	18	15
Journalists present on the spot	7	6

AVERAGE NUMBER OF MEETINGS	2018	2019
Exhibitors - Number of prescheduled meetings	25,76	24,83
Exhibitors - Number of meetings in total	32,22	32,28
Hosted Buyers - Number of prescheduled meetings	20,12	20,30
Hosted Buyers - Number of meetings in total	27,41	28,60

NUMBER OF NIGHTS	2018	2019
Hosted buyers	498	422
Exhibitors	224	246
Total	722	668

# DIRECT RESULTS 2009 - 2019



## OVERALL SATISFACTION WITH CONVENTA 2019



## ONE2ONE MEETING APP VIEWS





## SURVEY ON THE SPOT - EXHIBITORS

### CONVENTA QUICK SURVEY (24.1.2019)

AVERAGE N=58 TOTAL

#### DID YOUR PARTICIPATION MEET YOUR EXPECTATIONS?

5-yes absolutely, 3-yes partly, 1-no	4,16	58	241
NUMBER OF APPOINTMENTS			
HOW MANY PRE-SCHEDULED APPOINTMENTS DID YOU REALISE?	25,22	58	1463
HOW MANY PRE-SCHEDULED APPOINTMENTS DID YOU NOT REALISE?	2,11	57	120

#### PLEASE STATE YOUR LEVEL OF SATISFACTION

Branding OMG It's Conventa	4,24	58	246
Effectiveness and timeliness in communication	4,60	58	267
Friendliness and effectiveness of the show's organizer	4,88	58	283
Registration procedure at the show	4,83	58	280
Quality of trade show set-up	4,45	58	258
Overall satisfaction with the show	4,40	58	255

Satisfaction with the number of realised meetings	4,40	58	255
Satisfaction with the quality of appointments	3,91	58	227
Satisfaction with hosted buyers who attended the meetings	3,98	58	231
Satisfaction with the number of contacts during the social events	3,95	57	225

Meetings Star Award, Cankarjev dom, 22 January 2019	4,35	37	161
Conventa Welcome Reception, Cankarjev dom, 22 January 2019	4,18	51	213
Conventa networking lunch, 23 January (Vivo catering)	4,50	58	261
Conventa networking dinner, Union Hotel, 23 January 2019 (Union Hotels)	4,25	55	234
Conventa after party, Union Hotel, 23 January 2019	4,07	45	183
Conventa networking lunch, 24 January (Kaval Group)	3,98	58	231

#### WOULD YOU RECOMMEND THE CONVENTA SHOW TO YOUR COLLEAGUE?

5-yes absolutely, 3-most likely, 1-no	4,21	58	244
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#### HOW LIKELY ARE YOU TO EXHIBIT AT CONVENTA 2020?

5-most definitely, 4-very likely, 3-somewhat likely, 2-not very likely, 1-not likely at all	4,07	58	236
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# CONVENTA 2019 – SATISFACTION SURVEY – EXHIBITORS

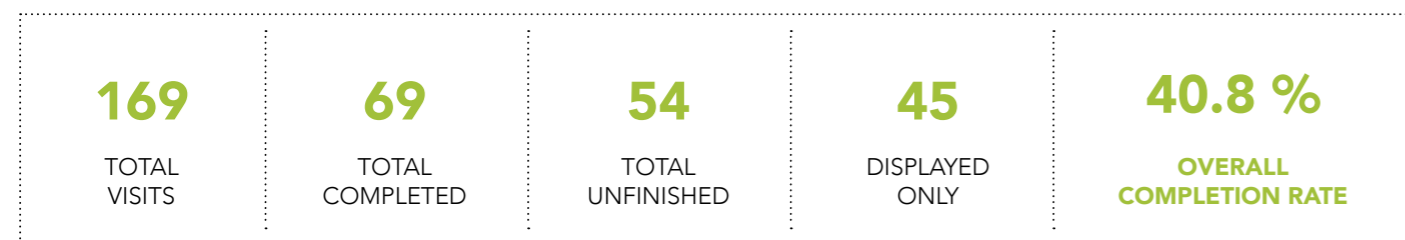
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First response: 01/25/2019

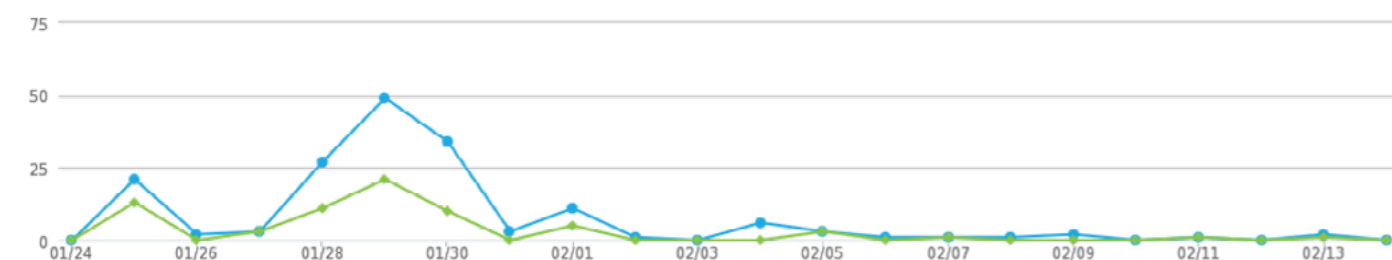
Last response: 02/13/2019

Duration: 20 days

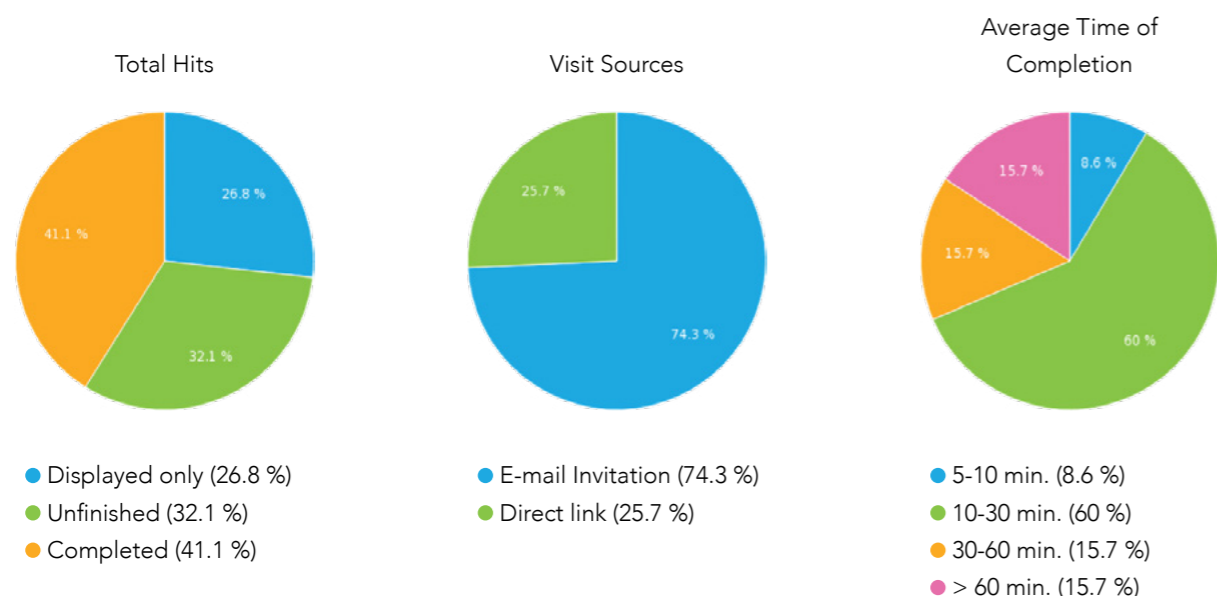
## SURVEY VISITS



## VISIT HISTORY (01/25/2019 - 02/13/2019)

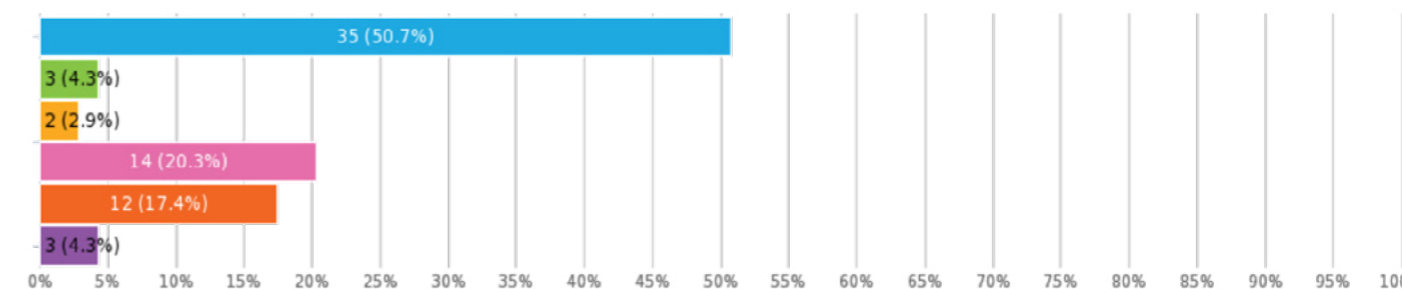


● Total visits (169) ● Total completed (69)



## 1. HOW DID YOU FIND OUT ABOUT CONVENTA

ANSWER CHOICES	RESPONSES	RATIO
● Invitation by Organisers	35	50.7 %
● Conventa web page	3	4.3 %
● Group coordinator	2	2.9 %
● Recommendation by a colleague	14	20.3 %
● Other	12	17.4 %
● Media	3	4.3 %



● A Trade show website ● Received email from you ● Part of Conventa for 10 years

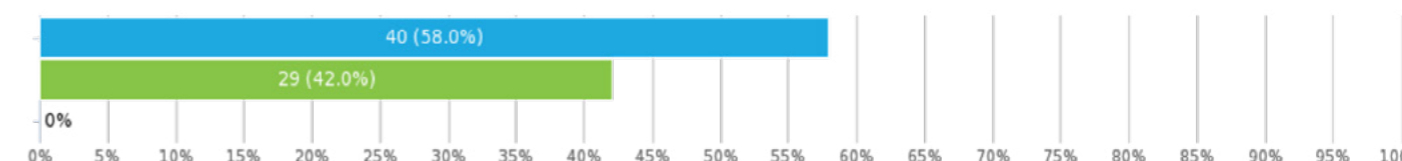
## 2. PLEASE MARK YOUR MAIN REASONS FOR ATTENDING CONVENTA (MULTIPLE CHOICE)

ANSWER CHOICES	RESPONSES	RATIO
One2one meetings between hosted buyers and exhibitors	66	95.7 %
Networking	41	59.4 %
Hosted buyers from all around Europe	40	58.0 %
Educational opportunities	8	11.6 %
Other	2	2.9 %
Media	3	4.3 %

● Promotion ● I like the format and friendliness of the trade show

## 3. DID YOUR PARTICIPATION MEET YOUR EXPECTATIONS?

ANSWER CHOICES	RESPONSES	RATIO
● Yes, absolutely	40	58.0 %
● Yes, partly	29	42.0 %
● No	0	0 %



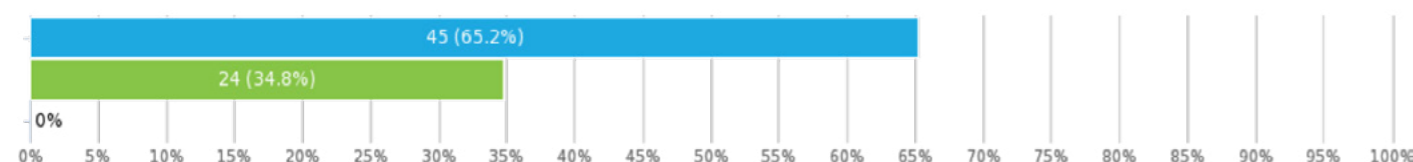


**4. PLEASE SELECT BELOW WHICH OF THE FOLLOWING ARE IMPORTANT TO YOU IN EVALUATING THE SUCCESS OF YOUR ATTENDANCE.**

ANSWER CHOICES	RESPONSES	RATIO
Quality of visitors	65	94.2 %
Networking opportunities	44	63.8 %
Number of visitors at your stand	38	55.1 %
Total number of pre-scheduled appointments	37	53.6 %
Actual number / value of orders received at the show	26	37.7 %
Number of enquiries for information	24	34.8 %
Knowledge gained of market for your products	17	24.6 %
Number of visitors of the show	11	15.9 %
Educational opportunities	6	8.7 %

**5. WOULD YOU RECOMMEND THE CONVENTA SHOW TO YOUR COLLEAGUE?**

ANSWER CHOICES	RESPONSES	RATIO
● Yes, absolutely	45	65.2 %
● Yes, partly	24	34.8 %
● No	0	0 %



**6. PLEASE STATE YOUR LEVEL OF SATISFACTION (5 = EXCELLENT, 4 = GOOD, 3 = ADEQUATE, 2 = POOR, 1 = VERY POOR)**

- 4.72 Friendliness and effectiveness of the show's organizers
- 4.65 Registration procedure at the show
- 4.54 Effectiveness and timeliness in communication
- 4.38 Overall satisfaction with the show
- 4.25 Quality of trade show set-up

**7. PLEASE RATE EACH OF THE FOLLOWING ASPECTS OF CONVENTA (5 = EXCELLENT, 4 = GOOD, 3 = ADEQUATE, 2 = POOR, 1 = VERY POOR)**

- 4.33 Conventa Social media channels
- 4.32 New Conventa Branding
- 4.32 Conventa Survival Kit (print)
- 4.30 Conventa Jingle 2019 (Explore-Meet-Create)
- 4.22 Conventa Catalogue (digital)
- 4.20 Concept of the Trend bar and education
- 4.12 One2One application for pre-scheduling of the meetings
- 4.00 Conventa web site
- 3.95 Conventa App EventMobi

**8. HOW MANY PRE-SCHEDULED APPOINTMENTS DID YOU REALISE? (NUMBER)**

24,83 meetings on average

**9. HOW MANY PRE-SCHEDULED APPOINTMENTS DID YOU NOT REALISE?**

2,78 meetings on average

**10. HOW MANY MEETINGS NOT SCHEDULED THROUGH THE WEB APPLICATION DID YOU REALISE AT YOUR STAND? (NUMBER)**

6,00 meetings on average

**11. HOW MANY MEETINGS NOT SCHEDULED THROUGH THE WEB APPLICATION DID YOU REALISE DURING THE SOCIAL EVENTS? (NUMBER)**

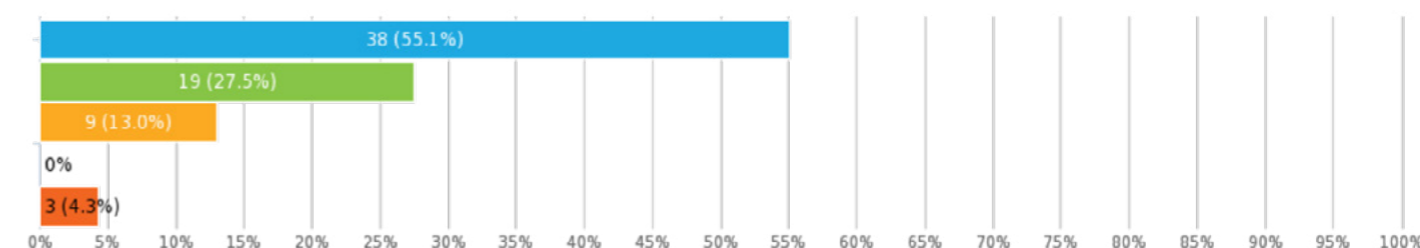
4,52 meetings on average

**12. HOW MANY MEETINGS DID YOU HAVE IN TOTAL? (NUMBER)**

32,28 meetings on average

**13. HOW MANY QUALITY BUSSINESS LEADS DID YOU GENERATE AS A RESULT OF ATTENDING THIS YEAR'S CONVENTA?**

ANSWER CHOICES	RESPONSES	RATIO
● 1 - 5	38	55.1 %
● 6 -10	19	27.5 %
● 11 -15	9	13.0 %
● 16 - 20	0	0 %
● More than 20	3	4.3 %



**14. PLEASE STATE YOUR LEVEL OF SATISFACTION (5 = EXCELLENT, 4 = GOOD, 3 = ADEQUATE, 2 = POOR, 1 = VERY POOR) WITH THE FOLLOWING:**

- 4.32 Satisfaction with the number of realised meetings
- 3.86 Satisfaction with the quality of appointments
- 3.84 Satisfaction with hosted buyers who attended the meetings
- 3.81 Satisfaction with the number of contacts during the social events

**15. MEETINGS STAR AWARD CEREMONY, CANKARJEV DOM, 22 JANUARY 2019**

**4.23 FINAL MARK**

4.19 Ceremony concept

4.39 Moderator, Anja Križnik Tomažin

4.12 Venue setting

**16. CONVENTA WELCOME RECEPTION, CANKARJEV DOM, 22 JANUARY 2019**

**4.07 FINAL MARK**

3.81 Entertainment / programme

4.23 Dinner (food)

4.24 Dinner (drink)

4.00 Venue setting

**17. CONVENTA NETWORKING LUNCH, 23 JANUARY 2019 (VIVO CATERING)**

**4.34 FINAL MARK**

4.16 Set-up

4.43 Lunch (food)

4.44 Lunch (drink)

**18. CONVENTA NETWORKING DINNER & AWARD CEREMONY, UNION HOTELS, 23 JANUARY 2019 (UNION HOTELS)**

**4.01 FINAL MARK**

4.25 Dinner (food)

4.21 Dinner (drink)

3.84 Entertainment / programme

3.74 Venue setting

**19. AFTER PARTY, UNION HOTELS, 23 JANUARY 2019**

**4.00 FINAL MARK**

3.91 Entertainment

3.91 Venue

4.19 Music

**20. CONVENTA NETWORKING LUNCH, 24 JANUARY 2019 (BY KAVAL GROUP)**

**3.87 FINAL MARK**

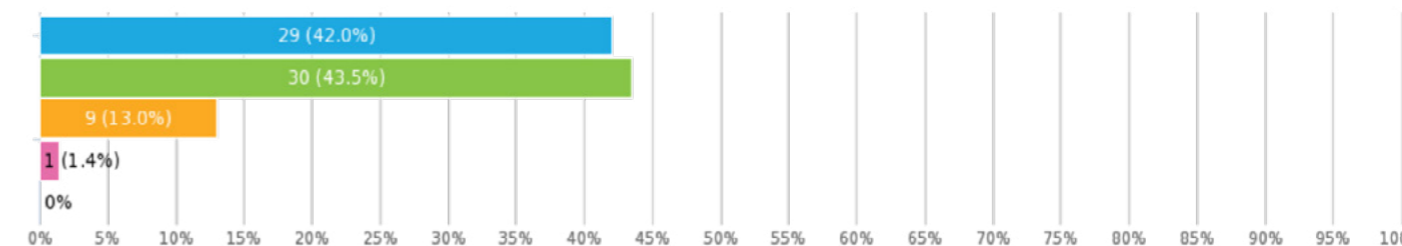
4.00 Set-up

3.63 Lunch (food)

3.97 Lunch (drink)

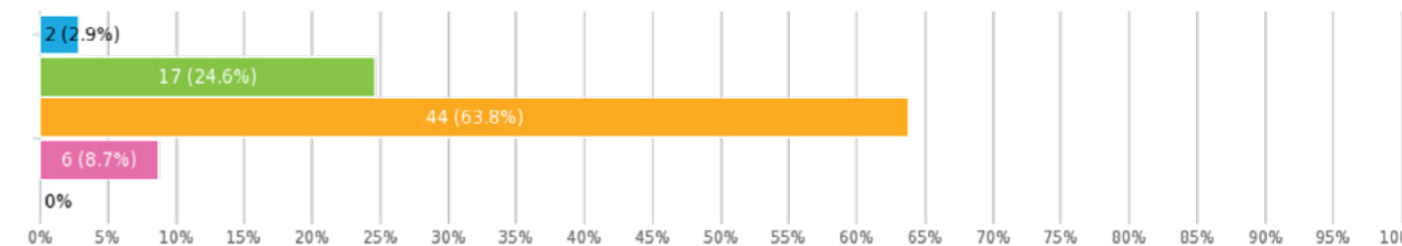
**21. HOW LIKELY ARE YOU TO EXHIBIT AT CONVENTA 2020**

ANSWER CHOICES	RESPONSES	RATIO
Most definitely	29	42.0 %
Very likely	30	43.5 %
Somewhat likely	9	13.0 %
Not very likely	1	1.4 %
Not likely at all	0	0 %



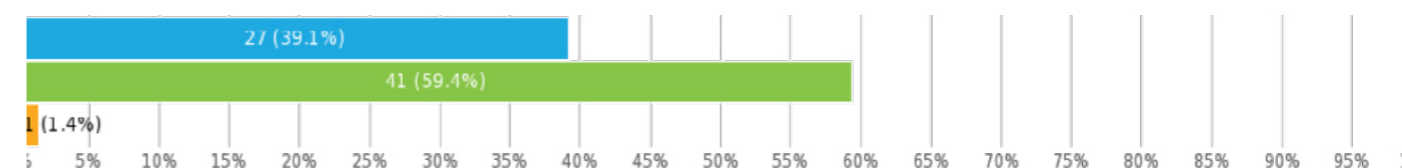
**22. DID THE COST OF PARTICIPATION MEET THE QUALITY OF SERVICES PROVIDED**

ANSWER CHOICES	RESPONSES	RATIO
Quality exceeded the price substantially	2	2.9 %
Quality exceeded the price	17	24.6 %
Quality equaled the price	44	63.8 %
Quality was lower than the price	6	8.7 %
Quality was substantially lower than the price	0	0 %



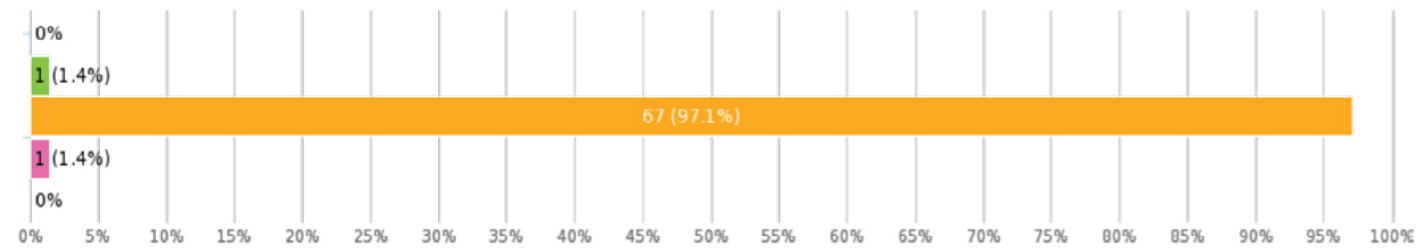
**23. DO YOU THINK THAT INVESTMENT IN EXHIBITING AT CONVENTA WILL PAY OFF?**

ANSWER CHOICES	RESPONSES	RATIO
Yes, absolutely	27	39.1 %
Yes, partly	41	59.4 %
No	1	1.4 %



24. WAS THE LENGHT OF SHOW TOO LONG, TOO SHORT OR ABOUT RIGHT?

ANSWER CHOICES	RESPONSES	RATIO
● Much too long	0	0 %
● Too long	1	1.4 %
● About right	67	97.1 %
● Too short	1	1.4 %
● Much too short	0	0 %



25. HOW DID YOU ARRIVE TO LJUBLJANA?

ANSWER CHOICES	RESPONSES	RATIO
● By car	48	69.6 %
● By bus	1	1.4 %
● With low-cost airline	0	0 %
● With traditional airline	11	15.9 %
● By train	5	7.2 %
● Other (please specify)	4	5.8 %

26. DID YOU FLY THROUGH LJUBLJANA AIRPORT?

ANSWER CHOICES	RESPONSES	RATIO
● Yes	11	15.9 %
● No	53	76.8 %
● If no please specify	6	8.7 %

27. HOW MANY NIGHTS YOU STAYED IN LJUBLJANA?

2.41 nights



# CONVENTA 2019 – SATISFACTION SURVEY – HOSTED BUYERS

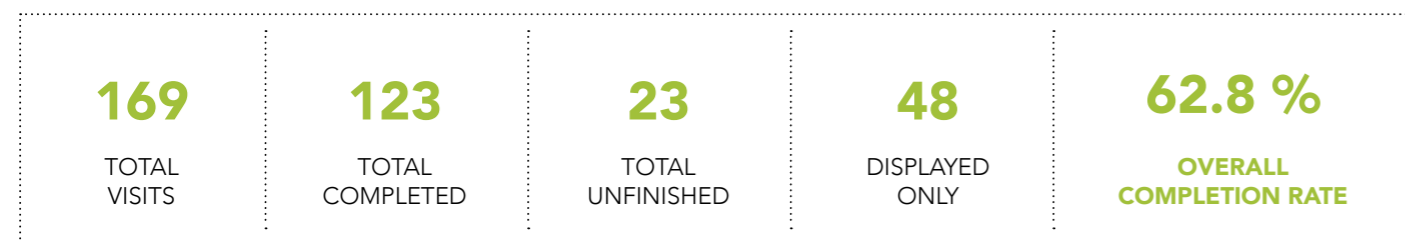
Survey URL: <https://www.surveio.com/survey/d/conventa2019hostedbuyers>

First response: 01/29/2019

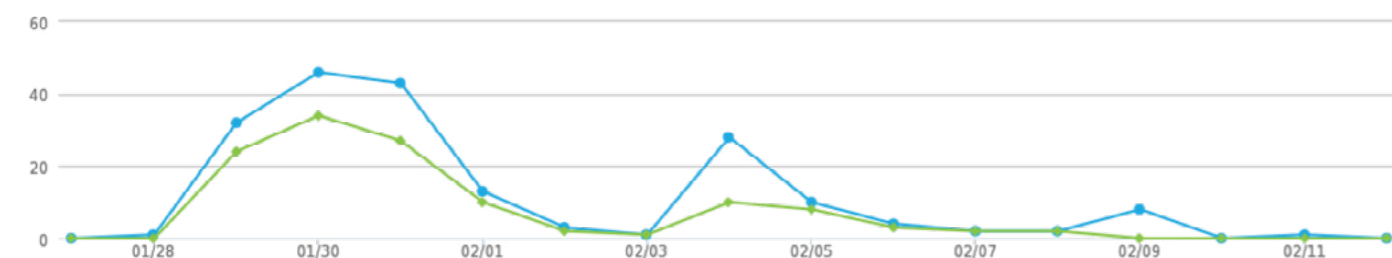
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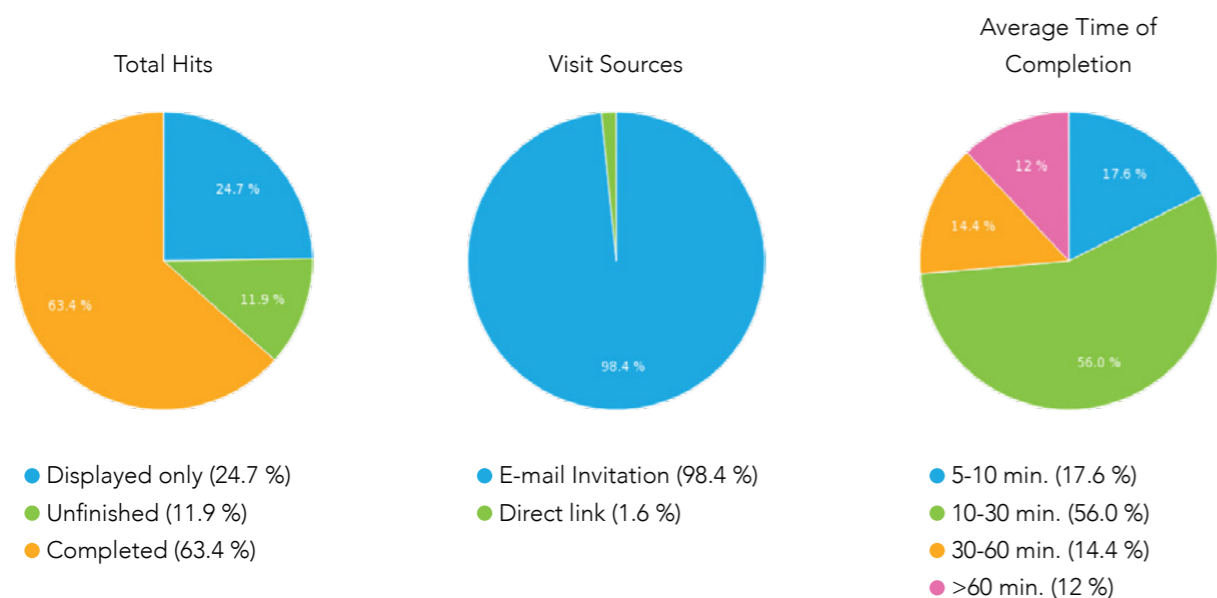
## SURVEY VISITS



## VISIT HISTORY (01/29/2019 - 02/08/2019)

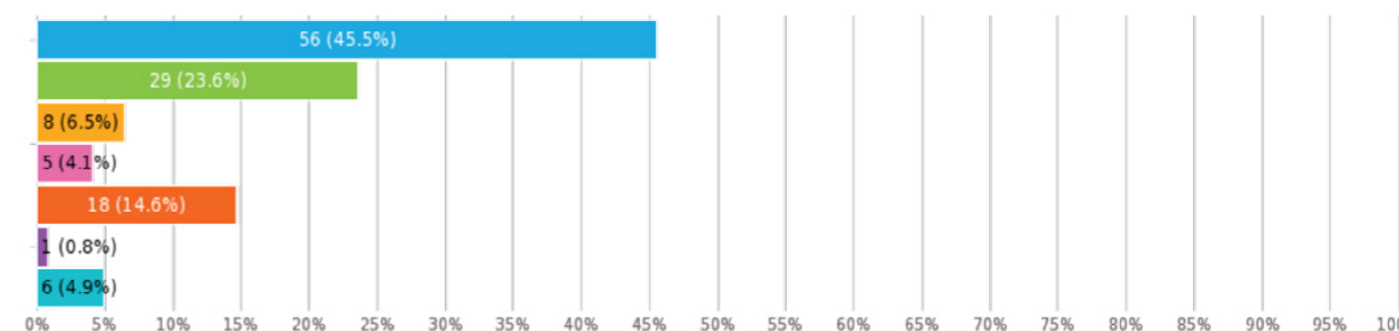


● Total visits (196) ● Total completed (123)



## 1. HOW DID YOU FIND OUT ABOUT CONVENTA?

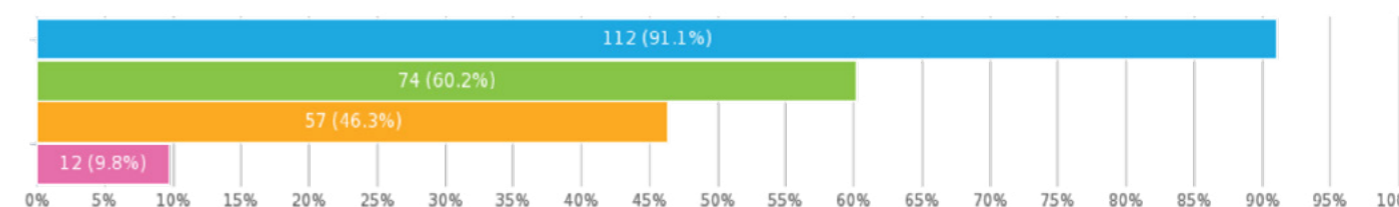
ANSWER CHOICES	RESPONSES	RATIO
● Invitation by Conventa	56	45.5 %
● Invitation by a Group coordinator	29	23.6 %
● Conventa web page	8	6.5 %
● Personal presentation	5	4.1 %
● Recommendation by a colleague	18	14.6 %
● Advertisement	1	0.8 %
● Media, please specify which:	6	4.9 %



- Invitation by Turkish Airlines
- impressive-world.com
- IBTM
- Facebook
- MiceBuzz
- Newsletter from Slovenia Convention & Visitor Bureau

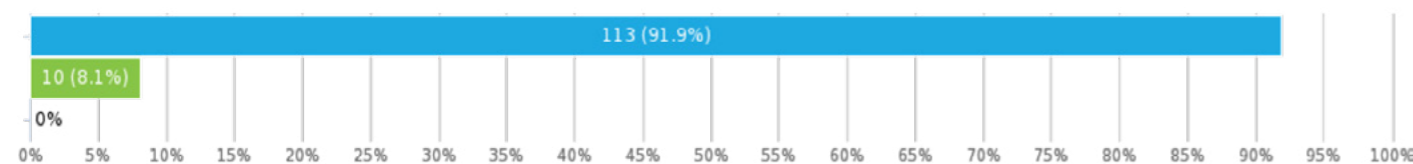
## 2. PLEASE MARK YOUR MAIN REASONS FOR ATTENDING CONVENTA (MULTIPLE CHOICE)

ANSWER CHOICES	RESPONSES	RATIO
● One to one meetings between exhibitors and buyers	112	91.1 %
● Networking	74	60.2 %
● Experience at the fam trip	57	46.3 %
● Other	12	9.8 %



**3. DID YOUR PARTICIPATION MEET YOUR EXPECTATIONS?**

ANSWER CHOICES	RESPONSES	RATIO
● Yes, absolutely	113	91.9 %
● Yes, partly	10	8.1 %
● No	0	0 %



**4. LEVEL OF SATISFACTION (5 = EXCELLENT, 4 = GOOD, 3 = ADEQUATE, 2 = POOR, 1 = VERY POOR)**

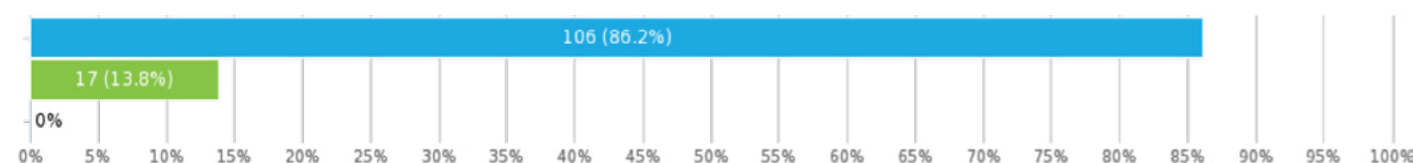
- 4.71 Friendliness and effectiveness of the show's organizers
- 4.50 Effectiveness and timeliness in communication
- 4.65 Registration procedure at the show
- 4.62 Overall satisfaction with the show
- 4.62 Quality of the venue and set-up of the trade show
- 4.31 Coffee corner
- 4.27 Additional offer in the Meetings Services Spot

**5. WAS YOUR EXPERIENCE ENJOYABLE? PLEASE STATE YOUR LEVEL OF SATISFACTION WITH THE QUALITY OF THE FOLLOWING (5 = EXCELLENT, 4 = GOOD, 3 = ADEQUATE, 2 = POOR, 1 = VERY POOR)**

- 4.68 Check-in at the allocated hotel
- 4.64 On-ground transfer during Conventa (from venue to venue)
- 4.64 Quality of accommodation in Ljubljana
- 4.63 Travel (flight/coach) to host destination
- 4.62 Transfer with Go.Opti

**6. DID THE ITINERARY MEET YOUR BUSINESS OBJECTIVES?**

ANSWER CHOICES	RESPONSES	RATIO
● Yes, absolutely	106	86.2 %
● Partially	17	13.8 %
● No, not at all	0	0 %



**7. HOW MANY PRE-SCHEDULED APPOINTMENTS DID YOU REALISE? (NUMBER)**

20,3 meetings on average

**8. HOW MANY PRE-SCHEDULED APPOINTMENTS DID YOU NOT REALISE? (NUMBER)**

2,9 meetings on average

**9. HOW MANY MEETINGS NOT SCHEDULED THROUGH THE WEB APPLICATION DID YOU REALISE DURING THE TRADE SHOW? (NUMBER)**

6,9 meetings on average

**10. HOW MANY MEETINGS NOT SCHEDULED THROUGH THE WEB APPLICATION DID YOU REALISE DURING THE SOCIAL EVENTS? (NUMBER)**

6,1 meetings on average

**11. HOW MANY MEETINGS DID YOU HAVE IN TOTAL? (NUMBER)**

28,6 meetings on average

**12. PLEASE STATE YOUR LEVEL OF SATISFACTION (5 = EXCELLENT, 4 = GOOD, 3 = ADEQUATE, 2 = POOR, 1 = VERY POOR) WITH THE FOLLOWING:**

- 4.58 Satisfaction with the content of the meetings
- 4.16 Satisfaction with web application for one-to-one meetings

**13. CONVENTA WELCOME RECEPTION, CANKARJEV DOM, 22 JANUARY 2019 (BY JEZERŠEK CATERING)**

- 4.37 FINAL MARK
- 4.47 Venue set-up
- 4.27 Entertainment programme
- 4.38 Dinner (food)
- 4.36 Dinner (drinks)

**14. CONVENTA NETWORKING LUNCH, 23 JANUARY 2019, (BY VIVO CATERING)**

- 4.54 FINAL MARK
- 4.50 Set-up
- 4.59 Lunch (food)
- 4.53 Lunch (drink)

**15. CONVENTA NETWORKING DINNER, UNION HOTELS, 23 JANUARY 2019 (BY UNION HOTELS)**

**4.44 FINAL MARK**

- 4.38 Venue set-up
- 4.50 Dinner (food)
- 4.43 Dinner (drinks)

**16. CONVENTA AFTER PARTY, 23 JANUARY 2019, (BY UNION HOTELS)**

**4.26 FINAL MARK**

- 4.29 Venue set-up
- 4.27 Award ceremony (Conventa Hall of fame and Conventa Ambassador)
- 4.23 Music entertainment

**17. CONVENTA NETWORKING LUNCH, 24 JANUARY 2019 (BY KAVAL GROUP)**

**4.42 FINAL MARK**

- 4.42 Set-up
- 4.39 Lunch (food)
- 4.45 Lunch (drink)

**18. PLEASE STATE YOUR LEVEL OF SATISFACTION WITH THE FAM TRIPS (5 = EXCELLENT, 4 = GOOD, 3 = ADEQUATE, 2 = POOR, 1 = VERY POOR, N/A = NOT ATTENDING)**

- 5.00 Post-tour to Bled, 24 – 26 January 2019
- 5.00 Post-tour to Graz, 24 - 27 January 2019
- 4.92 Post-tour to Bohinj, 24 - 27 January 2019
- 4.92 Post-tour to Kranjska Gora, 24 - 26 January 2019
- 4.89 Post-tour to Belgrade, 24 - 27 January 2019
- 4.88 Post-tour to Zagreb, 24 – 27 January 2019
- 4.76 Post-tour to Portorož & Piran, 24 – 26 January 2019
- 4.67 Pre-tour to Ljubljana, 21 – 22 January 2019
- 4.43 Post-tour to Nova Gorica, 24 - 26 January 2019

**Satisfaction with services at the fam trip:**

- 4.69 Concept of fam trip
- 4.68 Transfer to destination
- 4.68 Accommodation at destination
- 4.67 Programme at destination

**19. PLEASE SELECT BELOW WHICH OF THE FOLLOWING ARE IMPORTANT TO YOU IN EVALUATING THE SUCCESS OF YOUR ATTENDANCE. YOU CAN CHOOSE MORE ANSWERS.**

ANSWER CHOICES	RESPONSES	RATIO
● Quality of meeting providers	114	92.7 %
● Networking opportunities	91	74.0 %
● Knowledge gained on congress destinations	83	67.5 %
● Educational opportunities	59	48.0 %
● Number of meeting providers of the show	57	46.3 %
● Total number of pre-scheduled appointments	38	30.9 %

**20. PLEASE RATE EACH OF THE FOLLOWING ASPECTS OF CONVENTA (5 = EXCELLENT, 4 = GOOD, 3 = ADEQUATE, 2 = POOR, 1 = VERY POOR)**

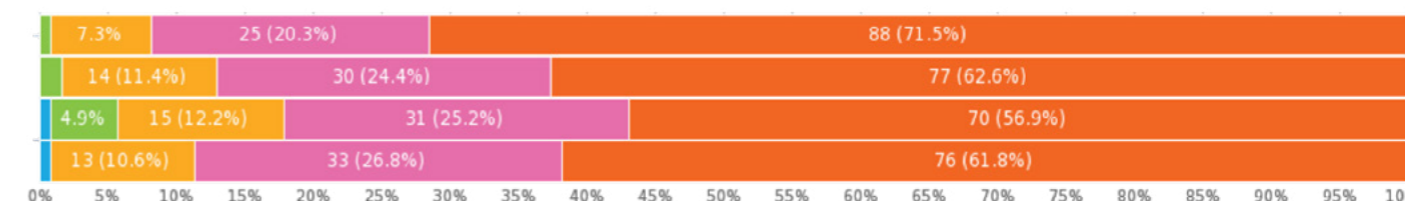
- 4.70 Overall reputation
- 4.59 Quality of companies exhibiting
- 4.31 Quality of educational and events programme
- 4.58 Networking opportunities
- 4.62 Conventa sustainable measures

**21. PLEASE RATE EACH OF THE FOLLOWING ASPECTS OF CONVENTA (5 = EXCELLENT, 4 = GOOD, 3 = ADEQUATE, 2 = POOR, 1 = VERY POOR)**

- 4.51 Conventa Branding (OMG IT'S CONVENTA)
- 4.48 Conventa Survival Kit (print)
- 4.41 Conventa Catalogue (digital)
- 4.35 Conventa web site
- 4.31 Conventa educational workshops
- 4.18 Concept of Conventa Trend Bar presentations
- 3.95 Conventa App - EventMobi

**22. HOW LIKELY ARE YOU TO PLACE FUTURE BUSINESS IN (1 - NOT AT ALL LIKELY, 5 - VERY LIKELY)**

	1	2	3	4	5
The destination	0	1 (0.8 %)	9 (7.3 %)	25 (20.3 %)	88 (71.5 %)
The hotel/s	0	2 (1.6 %)	14 (11.4 %)	30 (24.4 %)	77 (62.6 %)
The venue/s	1 (0.8 %)	6 (4.9 %)	15 (12.2 %)	31 (25.2 %)	70 (56.9 %)
The activities	1 (0.8 %)	0	13 (10.6 %)	33 (26.8 %)	76 (61.8 %)



**23. WE ARE CONSIDERING SEVERAL MUSIC STYLES FOR THE CONVENTA 2020. WHICH MUSIC STYLE WOULD YOU PREFER?**

MUSIC STYLES	RESPONSES	RATIO
Blues	8	6.5 %
Classical Music	12	9.8 %
Dance Music	19	15.4 %
Pop	7	5.7 %
Folk Music	9	7.3 %
Inspirational	4	3.3 %
Latin Music	10	8.1 %
Jazz	18	14.6 %
New Age	0	0 %
R&B / Soul	6	4.9 %
Opera	3	2.4 %
Reggae	2	1.6 %
Rock	15	12.2 %
World Music / beats	10	8.1 %

# COMMUNICATION



# COMMUNICATION

## CONVENTA TURF (TOTAL UNDUPLICATED REACH AND FREQUENCY)

	BEFORE EVENT	AT EVENT	AFTER EVENT	TOTAL
	01.03. - 31.12.2018	01.01. - 31.01.2019	01.02. - 28.02.2019	
DIGITAL (unique visitors)	43.500	5.601	5.419	54.520
DIRECT (opened mails)	99.594	9.401	8.293	117.288
SOCIAL	175.670	20.782	23.316	219.768
SALES CALLS	158			158
PARTNER EVENTS	5.115			5.115
TREND BARS	147			147
				<b>TOTAL</b>
				<b>396.996</b>



<b>4.350</b>	<b>6.819</b>	<b>28.734</b>
AVERAGE NUMBER OF UNIQUE VISITORS MONTHLY	AVERAGE NUMBER OF SESSIONS MONTHLY	AVERAGE NUMBER OF PAGE VIEWS MONTHLY

SEARCH TERMS WITH HIGHEST RATE:

## HOSTED BUYER PROGRAM

CONVENTA BEST EVENT AWARD



FAM TRIPS

EVENT SOLUTION

CONVENTA

WORKSHOP TOURISM

CONVENTA LJUBLJANA

HOSTED BUYERS MARKETPLACE

CONVENTA AWARDS

## MAILING TO HOSTED BUYERS DATABASE

No.	Mailing	Date	Database	Open rate	Reach
27.	Are your fingers starting to itch from excitement?	16.01.2019	39.329	20,6 %	8102
26.	Poznajete li doista sve mogućnosti za organizaciju događaja?	14.01.2019	4.348	19,6 %	852
25.	Ali res poznate vse možnosti za organizaciju dogodkov?	09.01.2019	2.267	19,7 %	447
24.	Conventa wishes you a year full of memorable experiences!	26.12.2018	32.665	19,9 %	6500
23.	Willkommen zu Conventa 2019!	22.12.2018	4.419	21,00 %	928
22.	Neka Conventa bude na popisu vaših novogodišnjih zavjeta!	19.12.2018	4.500	20,5 %	923
21.	Naj bo Conventa na seznamu vaših novoletnih zaobljub!	18.12.2018	2.358	18,8 %	443
20.	Here's why Conventa should be your #1 priority!	15.12.2018	19.149	19,4 %	3715
19.	Ready, steady, go. One2One meetings are about to open!	05.12.2018	10.961	22,3 %	2444
18.	OMG! It's Conventa at IBTM	29.11.2018	19.994	20,6 %	4119
17.	Help Us Understand The Future Of Our Industry!	25.11.2018	33.633	21,7 %	7298
16.	Željni znanja in novih poznanstev? Vstopite v 2019 s Convento	21.11.2018	2.355	19,3 %	455
15.	What is the unique formula behind the Conventa Experience?	17.11.2018	32.744	19,5 %	6385
14.	Do you know how to create an unforgettable event?	27.10.2018	15.843	18,7 %	2963
13.	A meeting point of New Europe filled with special energy!	18.10.2018	33.338	20,5 %	6834
12.	Ovdje ćete pronaći ono što ne možete naći drugdje	01.10.2018	5.971	18,1 %	1081
11.	Why Become A Conventa Super Girl / Boy?	28.09.2018	32.651	20,3 %	6628
10.	Here's Why Attending Conventa Is Always Worth It	13.09.2018	30.784	20,6 %	6342
9.	OMG! I Need To Catch The Conventa Early Bird	13.06.2018	32.282	20,7 %	6682
8.	Last Chance To Stay In The Loop About Conventa!	28.05.2018	33.470	19,3 %	6460
7.	REMINDER: Update Subscription To Keep Receiving Content About Conventa Trade Show	25.05.2018	32.955	21,8 %	7184
6.	Conventa, The Trade Show With The Longest Tradition	04.05.2018	29.787	18,1 %	5391
5.	EARLY BIRD? ME?	14.03.2018	6.662	19,3 %	1286
4.	Doing Business Over a Cup Of Coffee Since 2008	14.03.2018	16.260	17,4 %	2829
3.	Rebook Your Stand At Conventa Now	09.03.2018	5.059	19,3 %	976
2.	Thank you for the 10 years being with us	15.02.2018	14.966	17,7 %	2649
1.	Thank you for the 10 years being with us at Conventa	14.02.2018	6.584	20,1 %	1323
<b>TOTAL</b>			<b>498.679</b>	<b>19,81%</b>	<b>101.239</b>



# SOCIAL MARKETING

## TECHNICAL MAILINGS TO EXHIBITORS, PRESS, ...

No.	Mailing	Date	Database	Open rate	Reach
15.	Conventa Catalogue, prepared with love and care	24.01.2019	600	29,2 %	175
14.	Vljudno vabljeni na Conventino novinarsko konferenco!	21.01.2019	386	34,2 %	132
13.	Conventa TV – Today is the last day for ordering the video interview!	18.01.2019	300	35,7 %	107
12.	Prijazen opomnik: VIP povabilo na Convento 2019	18.01.2019	67	46,3 %	31
11.	VIP povabilo na Convento 2019	16.01.2019	67	62,7 %	42
10.	Boost your exposure with Conventa TV	14.01.2019	300	38,3 %	115
9.	Press release: Conventa's invitation for a cup of coffee	11.01.2019	607	20,7 %	126
8.	Sporočilo za javnost: Conventa tradicionalno vabi na kavo	11.01.2019	379	21,1 %	80
7.	Conventa & ICCA inviting for a breakfast session in Ljubljana!	11.01.2019	795	28,9 %	230
6.	Conventa adds value in collaboration with Kongres Magazine	10.01.2019	301	31,9 %	96
5.	Want to stand out as an exhibitor? Here's how...	08.01.2019	148	44,6 %	66
4.	Srečno v novo leto s Convento 2019!	03.01.2019	585	18,6 %	109
3.	Navdušite organizatorje srečanj na Conventi 2019 z vašo ponudbo ali s posebnim prizoriščem	10.12.2018	512	22,3 %	114
2.	Exhibitors, Only One Day Until The Early Bird Flies Away!	15.06.2018	5.313	21,0 %	1116
1.	Conventa 2018 - List of hosted buyers	13.02.2018	181	66,3 %	120
<b>TOTAL:</b>			<b>10.541</b>	<b>34,79 %</b>	<b>2.659</b>

## CONVENTA TREND BAR

No.	Mailing	Date	Database	Open rate	Reach
7.	Join Conventa Trend Bar in Varna and Bucharest	03.12.2018	1333	23,5 %	313
6.	Trend Bar in Varna and Bucharest is quickly approaching!	28.11.2018	330	23,9 %	79
5.	Conventa Trend Bar Is Coming To Bucharest and Varna	22.11.2018	314	24,6 %	77
4.	We are sorry, but there's been a change in plans...	30.10.2018	314	26,6 %	84
3.	CONVENTA TREND BAR 2018 – ready to hit the road!	01.06.2018	985	22,5 %	222
2.	Learn, Meet And Get Awarded At Conventa Trend Bar!	28.05.2018	6.213	19,7 %	1224
1.	Get Ready, We Are Coming To Your Local Bar	22.05.2018	16.482	18,8 %	3099
<b>TOTAL:</b>			<b>25.971</b>	<b>22,8 %</b>	<b>5.098</b>

## CONVENTA SOCIAL COMMUNITY 4.585 followers

<b>f</b> Facebook <b>2.217</b> likes and 2.209 follows	<b>t</b> Twitter <b>1.354</b> followers	<b>in</b> LinkedIn (group) <b>938</b> members	<b>i</b> Instagram <b>121</b> followers
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## CONVENTA FACEBOOK 3 Jan 2019- 30 Jan 2019

<b>2.210</b> page likes in total	<b>3 - 56</b> page likes increase from January	<b>909</b> page views	
<b>43</b> total posts published	<b>30</b> posts related to Conventa	<b>13.406</b> total post reach	<b>3.424</b> total post engagements

## MOST VIEWED POST - Photo highlights from day 1 of Conventa 2019

<b>4.377</b> people reached	<b>57</b> link clicks
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## CONVENTA TWITTER January 2019

<b>11</b> tweets	<b>6.442</b> tweet impressions	<b>351</b> profile visits
<b>84</b> mentions	<b>12</b> new followers	<b>208</b> impressions per day

# CONVENTA SALES CALLS



## 1. Vienna 19.02 - 20.02.2018

Sales call in cooperation with Vienna Convention Bureau  
**reach: 15**

## 2. Salzburg 09.04. - 10.04.2018

Sales call in cooperation with Salzburg Convention Bureau  
**reach: 18**

## 3. Belgrade 30.04. - 01.05.2018

Sales call with new hotels in Belgrade (Mama Shelter and Hilton)  
**reach: 4**

## 4. Poreč 07.05. - 08.05.2018

Business meeting with Valamar and Maistra  
**reach: 6**

## 5. Schladming 14.06. - 15.06.2018

Sales call in cooperation with Schladming Convention Bureau  
**reach: 16**

## 4. Poreč 03.07.2018

Business meeting with Valamar  
**reach: 4**

## 6. Zagreb 13.07. - 15.07.2018

Sales call in cooperation with Zagreb Convention Bureau  
**reach: 21**

## 7. Graz 18.07. - 19.07.2018

Sales call in cooperation with Graz Convention Bureau  
**reach: 14**

## 8. Zlatibor 09.09. - 12.09.2018

Presentation of Conventa at conference and sales call  
**reach: 86**

## 9. Bratislava 20.09. - 22.09.2018

Sales call in cooperation with Bratislava Convention Bureau  
**reach: 34**

## 10. Budapest 04.10. - 06.10.2018

Sales call in cooperation with Hungarian Convention Bureau  
**reach: 12**

## 11. Tirana 18.10. - 20.10.2018

Sales call and visit to local hotels and agencies  
**reach: 14**

# CONVENTA TREND BAR 2018



## 1. Trend bar in Sarajevo 05.06.2018

**reach: 26**

## 2. Trend bar in Podgorica 06.06.2018

**reach: 18**

## 3. Trend bar in Dubrovnik 07.06.2018

**reach: 5**

## 4. Trend bar in Sofia 09.11.2018

**reach: 38**

## 5. Trend bar in Bucharest 06.12.2018

**reach: 19**

## 6. Trend bar in Varna 07.12.2018

**reach: 41**

# CONVENTA PARTNER EVENT



**Sao Miguel 03.03. - 07.03.2018**  
Bea Award Executive Board  
reach: 45



**Frankfurt 14.05. - 18.05.2018**  
Stand at IMEX 2018  
reach: 1450



**Athens 07.10. - 10.10.2018**  
Stand at TTA Athens  
reach: 450



**Dubai 11.11. - 14.11.2018**  
Participation at 57th ICCA Congress  
reach: 1200



**Coimbra 21.11. - 24.11.2018**  
Partnership at the Bea World  
reach: 520



**Barcelona 26.11.- 29.11.2018**  
Stand at IBTM World 2018  
reach: 1450

## CONVENTA FEEDBACK



# CONVENTA FEEDBACKS 2019

## HOSTED BUYERS

**//** I really want to thank you for giving me the chance of this great event. For me, meetings, inspections, fam trip and networking were really successful. As I mentioned to everybody after coming back to Turkey: "Now, I feel that I have a second home!"

- Hale Ünsal, Optimum, Turkey

**//** I was very pleasantly surprised by the population, the food, the people, the high standard accommodation facilities. And even more by your welcome, your kindness and your sense of service. I didn't expect such an emotional fact. I was delighted and enchanted by it. It was instructive, interesting and very promising.

- Rachel Le Dentec, Alstom, France

**//** Thank you a lot as well all your team for the marvellous organization in Slovenia, in Ljubljana as well as in Portoroz, we spent very nice time and discovered very interesting destinations. I met other contacts from other destinations such as Croatia, Bulgaria, as well as Austria, all very attractive and giving to me new ideas. Sincerely, these 4 days spent with you were absolutely magical, many thanks again. I hope to come with our teams and pharmacists soon.

- Sophie Madonna, Pharmactiv, France

**//** Back behind my desk I once more like to thank you (and all other people involved ...) for the great performance we experienced during Conventa 2019. Everything was 'clock-work' arranged, the hotel (Union) was very pleasant to stay, the food was excellent and last but not least .... the contacts we made were very valuable! I joined the post-tour to Nova Gorica, very nice, also here hotel (Perla) was nice and the food was 'great'!

- Adriaan Deurloo, Travel & Events, Netherlands

**//** Overall the event was an excellent and successful. It gives me an opportunity to discover the Destination and connecting the region with other part of the world with wonderful host and exhibitors. The event was carefully monitored and the team behind Conventa make sure that everything was well planned and organized. This kind of event will help Slovenia to be one of the favourite global destinations soon.

- Rizwan Aboobacker, East Wing Tourism and Travel LLC, Dubai, UAE

**//** Please accept my sincerest thanks for everything you personally did to make my trip memorable and productive. Your hospitality and generosity were greatly appreciated and enjoyed. I will not easily forget Slovenia and I hope to find a business opportunity to bring back to your country. I will definitely reach out when the need arises for any business in Slovenia.

- Tarin Wilson, Plan A Events, USA

**//** It was my first participation at Conventa and I must say that I found exactly what I expected, also thanks to the very positive feedback I had received in the past years. The One to One meetings are very well organized, easy pre-scheduled appointment system and ease in getting around from stand to stand in a comfortable venue, with natural light, which I find so important. I also liked the Trend Bar point where one could just stop by in between meetings and gain some extra valuable information.

The majority of the suppliers all made a great impression and transmitted very well the contents of their presentations and of the venues/destinations they represented. I was particularly impressed with the organization of the Fam Trip to Portoroz and Piran. The suppliers that we met during those 2 full days, starting from the representatives of the hotels all the way to the local suppliers such as Fonda, the presentation of the Salt Pans at the Piran restaurant and the sommelier at the Bernardin hotel, just to name a few, were excellent and passionate. They really contributed in conveying a first class impression of the destination.

- Monica Petermann, HelmsBriscoe, Italy

**//** Thank you so much for such a wonderful organization and meeting of new MICE friends!

- Anastasia Dulneva, WABCO RUS, Russia

**//** I wanted to thank you all the team who helped organize Conventa. I really enjoyed this show and also the fam trip in Belgrade where the organizers did their utmost for our comfort both at the Radisson Belgrade and Serbia Convention Bureau.

- Francois Louvel, FL Consulting, Switzerland

**//** I want to thank you once again for being able to be part of Conventa. Most of the meetings were inspiring. What was and is the most important to me is to have original ideas. Thank you also for the opportunity to get to know Slovenia closer during the Fam Trip!!

- Olga Pietrzak, emejzing events, Poland

**//** This year was the first time I attended Conventa. The event itself fulfilled all my expectations and even exceeded them. The very concept of the event allows you to connect and get acquainted with the providers that best suit your needs and wishes. This way you get information and contacts in one place. In addition, I was very pleased with the set of lectures organized by Conventa. Congratulations to the Conventa 2019 organizers for great event!

- Manja Robič Zima, Helios, Slovenia

**//** Conventa 2019 was my first business fair as Hosted Buyer and I am more than happy about it. Conventa is a merge of qualitative exhibitors from New Europe, interesting guests and a highly attentive organization team.

- Karin Zehetgruber, Mondial GmbH & Co. KG, Austria

**//** Curious about new destinations full of history, traditions and culture from an hidden treasure, I came to Conventa. Conventa is unique in letting you discover new destinations, conference facilities and active and efficient actors in the meeting industry in an innovative way.

- Elisabeth Locqueville, Copa-Cogeca, Belgium

## WHAT WAS YOUR FAVORITE THING ABOUT CONVENTA?

- **A great “no nonsense” event.** It shows that glossy strands, frills and giveaways, are not needed, for those seriously interested
- **I liked that the fair was rather small and not over-crowded.** It provided me with a good overview and the relation between exhibitors and hosted buyers was immediately comfortable and familiar.
- **The most important were the new locations and excellent venues, which inspire me to new sales**
- **I did not have any experience with Conventa prior to this and I was surprised with the effectiveness of the event.** I think this kind of event has high business value.
- **Slovenian people are AMAZING and in my view this is the power of Slovenia.**
- **The welcoming atmosphere was just astonishing!**
- **I loved the set up - very simple but unique, and sustainable!**
- **It was wonderful to see such a cross selection of locations and hotel offerings under one roof, without having to walk miles to the next stand for the appointments.**
- **Conventa was a well organised meeting point where I could meet some very high quality suppliers.** I gained a greater insight into new Europe and what it has to offer our guests. The organisers were ever helpful and facilitated our stay and gave fantastic opportunity to network.
- **Good atmosphere and very comfort organization**
- **OMG! It was perfect!**
- **Conventa has a great, familiar atmosphere.** I could work and be relaxed at the same time.
- **Great show with qualified suppliers and amazing new destinations.**
- **A very original and well-organized event that allows you to truly explore the destination**
- **No doubt, it is a unique networking and setting to create business opportunities**

## EXHIBITORS

**// We are very pleased with with whole Conventa experience, great organization, many business opportunities, a lot of potential new clients and many great opportunities to make new acquaintances.**

- Petra Vasilij, Go.Green, Slovenia

**// If you just need to gain the foothold in the SEE & CEE MICE market or just strenghten your existing business ties, Conventa trade show is the place to be!**

- Primož Golob, Best Western Hotels Central Europe GmbH

**// One of the best B2B events I never attend. High quality of the Buyers, high quality of the Organization and care they put to the exhibitors!**

- Adriano Collenz, Mjus World, Hungary

**// The format of the Conventa is different from traditional trade shows in a very positive way. Pre scheduled meetings together with the social events present a perfect possibility of communicating with each other.**

- Oliver Staerz, Ferry Porsche Congress Center, Zell am See, Austria

**// I think it's great that Slovenia is doing this event so successfully every year and I believe that it is a benefit for the whole Alpe Adria region. Thank you to the Slovenian Convention Bureau and Gorazd Cad and the entire team.**

- Heinz Kaltschmidt Graz Convention Bureau Austria

**// Conventa provides a space where enthusiastic people meet to open up new possibilities to bringing connection, playfulness and creativity into the world of business events. In a boutique atmosphere we did meetings, networking and even business and we are definately joining next year, too.**

- Ana Peskar, Time Out Events

## WHAT WAS YOUR FAVORITE THING ABOUT CONVENTA?

- Good choice of buyers, mostly looking to expand their business to our destinations.
- Friendly people, good food & drinks and lots of networking opportunities
- Concept and quality of the event and organization
- I did not have any experience with Conventa prior to this and I was surprised with the effectiveness of the event. I think this kind of event has high business value.
- Organization, attention to detail, quality of exhibitors and hosted buyers.
- Meeting people from New Europe in one place and understanding the region's vibe
- The quality of hosted buyers
- The "family" format, allowing to interact with many clients at the show and during social events, and the amount of networking opportunities.
- The airy, nature-inspired set up of the venue.
- The international character; Toleranca has made a good Job in every kind, good atmosphere during the meetings
- easy access, communication with organizer, concrete inquiries from hosted buyers
- adequate duration of the show, well composed agenda (meetings, networking) including lunch breaks, vicinity of the accommodation and venues, dedication of organizers to make an excellent event
- Setting and Exhibition stands; Food! Coffee!
- Meeting new contacts, piers and old friends in a nice and friendly atmosphere. Everything is close and convenient, we do not lose much time on transportation
- I like that fact that coffee and water are available at all time and free of charge
- Passionate, creative and professional. Great exhibition for meetings industry



## EXPLORE New Europe and MEET new partners to CREATE great events

The 12th Conventa trade show will take place from 22-23 January 2020 in Ljubljana.  
COME AND JOIN US!

More information about the event can be found on [www.conventa.si](http://www.conventa.si).  
CALL US: +386 (0) 430 51 04  
E-MAIL US: [natalija@conventa.info](mailto:natalija@conventa.info)

### CONVENTA NUMBERS // Per year

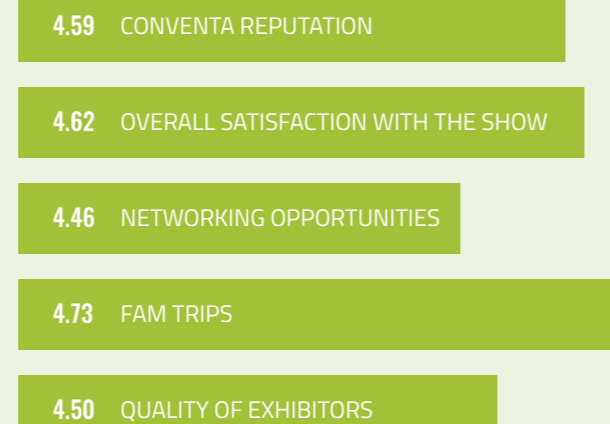


### CONVENTA WOWS // In 10 years



### CONVENTA EXPERIENCE

Hosted buyers\*



Results of Hosted buyer satisfaction survey 2019. Scale (1 to 5).



# CONVENTA ROI 2009 - 2019



## CONVENTA 2009 - 2019 ROI

**No. of bilateral talks:** 37.436 meetings  
**ROI % (questionnaire):** 8,2 % (3.070 meetings)  
**Average volume of business:** 50 pax  
**Average length of stay:** 1,5 days  
**Average daily expenditure:** 494 EUR (Survey Visit Ljubljana)  
**ROI no of congress guests:** 153.500  
**ROI no of days:** 230.250

**CONVENTA MIN. ROI:** 11.485.500 EUR

**Total project costs (2009 - 2019):** 3.814.948,26 EUR or 33,22 % of Conventa estimated min. ROI

**Investment STO (2009 - 2019):** 294.679,00 EUR or 2,66 % Estimated ROI for Conventa

**Investment VISIT LJUBLJANA (2009 - 2019):** 296.368,68 EUR or 2,55 % Estimated ROI for Conventa

R: All costs an investments are NET AMOUNTS





**2.864** HOSTED BUYERS FROM **48** COUNTRIES

**1.454** EXHIBITORS FROM **18** COUNTRIES

**37.436** BILATERAL TALKS / **30.400** ONE2ONE PRESCHEDULED MEETINGS

ONE2ONE GENERAL RESULTS	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	TOTAL
EXHIBITORS - number	82	115	139	142	138	137	146	146	149	128	132	1.454
EXHIBITORS - number of countries	7	7	9	10	10	12	15	15	18	17	15	18
HB - total number	157	266	271	266	245	232	279	275	295	285	293	2.864
IMEX FUTURE LEADERS												
BILATERAL TALKS - total number	2.400	2.600	2.850	2.900	2.890	3.600	3.920	3.992	3.998	4.012	4.274	37.436
BILATERAL TALKS - one2one prescheduled meetings	2.060	2.125	2.232	2.077	2.062	3.158	3.365	3.349	3.359	3.325	3.288	30.400
AVERAGE NUMBER OF MEETINGS per show	29,27	22,61	20,50	20,42	20,94	26,27	26,85	27,34	26,83	31,02	32,38	25,86

DIRECT MARKETING RESULTS	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	TOTAL
B2B DATABASE	31.446	33.336	35.763	37.276	39.816	40.529	53.200	59.820	69.345	70.482	72.617	72.617
E-MAIL DISTRIBUTION - total number of views of HB (without exhibitors)	Newsletters sent to app. 93.000 contacts; of those app. 39.000 views	Newsletters sent to app. 94.000 contacts; of those app. 40.500 views	Newsletters sent to app. 95.000 contacts; of those app. 41.000 views	Newsletters sent to app. 115.000 contacts; of those app. 42.500 views	Newsletters sent to app. 139.000 contacts; of those app. 49.000 views	Newsletters sent to app. 141.000 contacts; of those app. 55.000 views	Newsletters sent to app. 148.000 contacts; of those app. 64.000 views	Newsletters sent to app. 287.136 contacts; of those app. 114.854 views	Newsletters sent to app. 332.856 contacts; of those app. 133.142 views	Newsletters sent to app. 385.201 contacts; of those app. 141.098 views	Newsletters sent to app. 535.191 contacts; of those app. 108.987 views	Newsletter reach: 2.365.384 Newsletter views: 829.081
NUMBER OF TWITTER FOLLOWERS	25	94	214	239	322	371	542	689	1.271	1.313	1.352	1.352 followers
NUMBER OF FACEBOOK FOLLOWERS	67 likes	175 likes	865 likes	950 likes	998 likes	1.101 likes	1.245 likes	1.251 likes	1.907 likes	2.046 likes	2.217 likes	2.217 likes
NUMBER OF LINKEDIN FOLLOWERS	/	/	/	/	/	/	592 members	843 members	914 members	949 members	948 members	948 members
CATALOGUE CONVENTA (issuu downloads)	/	/	/	/	/	19.086 (870 pdf)	38.956 (1.051 pdf)	69.360 (1.109 pdf)	29.073 (1.304 pdf)	19.420 (2.402 pdf)	33.101 (1.827 pdf)	203.136 (8.563 pdf)
ONE2ONE PROFILE VIEWS	/	/	/	/	/	12.355	12.670	13.254	13.983	13.990	11.575	77.827
AVERAGE NUMBER OF UNIQUE VISITORS ON	795,8	792,9	890,3	895,2	1.146 (3.397 jan)	2.981,17 (5.366 jan)	3.199 (4.950 jan)	4.230 (6.211 jan)	4.981 (6.421 jan)	5.312 (7.251 jan)	5.601 (7.002 jan)	5.601 monthly
AVERAGE NUMBER OF SESSIONS and PAGE VIEWS ON WEB PAGE (monthly)	Number of sessions 2.120 Number of page views 48.273	Number of sessions 2.083 Number of page views 49.083	Number of sessions 2.097 Number of page views 49.632	Number of sessions 2.188 Number of page views 50.766	Number of sessions 2.435 Number of page views 59.845	Number of sessions 7.480 Number of page views 141.878	Number of sessions 8.618 Number of page views 140.201	Number of sessions 9.497 Number of page views 165.261	Number of sessions 10.286 Number of page views 182.345	Number of sessions 11.385 Number of page views 186.723	Number of sessions 6.819 Number of page views 344.808	av. sessions 6.819 av. 344.808 page views

**INDIRECT MARKETING RESULTS  
(barter agreements)**

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	TOTAL
Number of journalists	18	22	23	26	30	17	24	26	27	18	15	246
Number of media partners	9	12	12	16	18	23	21	25	27	16	16	195
Number of association partners	4	4	5	6	6	6	7	7	8	6	6	65
Media partnership barter agreements in EUR	Media barter 48.000 EUR	Media barter 52.000 EUR	Media barter 52.000 EUR	Media barter 65.000 EUR	Media barter 69.000 EUR	Media barter 72.000 EUR	Media barter 96.450 EUR	Media barter 83.254 EUR	Media barter 91.230 EUR	Media barter 103.061 EUR	Media barter 92.350 EUR	721.374 EUR
Association partnership barter agreements in EUR	Assoc. barter 15.000 EUR	Assoc. barter 29.000 EUR	Assoc. barter 32.000 EUR	Assoc. barter 32.000 EUR	Assoc. barter 32.000 EUR	Assoc. barter 32.000 EUR	Assoc. barter 34.200 EUR	Assoc. barter 35.620 EUR	Assoc. barter 35.620 EUR	Assoc. barter 35.820 EUR	Assoc. barter 35.820 EUR	340.080 EUR
Free PR in EUR	31.100 EUR	37.200 EUR	39.800 EUR	40.500 EUR	40.500 EUR	42.800 EUR	49.290 EUR	48.560 EUR	46.920 EUR	54.382 EUR	49.260 EUR	480.312 EUR
EIBTM marketing barter	5.900 EUR	5.900 EUR	5.900 EUR	6.600 EUR	6.600 EUR	6.600 EUR	6.600 EUR	6.600 EUR	6.600 EUR	6.600 EUR	6.600 EUR	70.500 EUR
IMEX marketing barter agreement	/	/	/	/	/	8.900 EUR	8.900 EUR	8.900 EUR	8.900 EUR	8.900 EUR	8.900 EUR	53.400 EUR

**OVERALL SATISFACTION WITH  
CONVENTA**

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	TOTAL
OVERALL SATISFACTION WITH SHOW - rang	4,07 for exhibitors on a scale 1-5 4,08 for hosted buyers on a scale 1-5	4,02 for exhibitors on a scale 1-5 4,17 for hosted buyers on a scale 1-5	4,27 for exhibitors on a scale 1-5 4,58 for hosted buyers on a scale 1-5	4,36 for exhibitors on a scale 1-5 4,61 for hosted buyers on a scale 1-5	4,42 for exhibitors on a scale 1-5 4,62 for hosted buyers on a scale 1-5	4,48 for exhibitors on a scale 1-5 4,46 for hosted buyers on a scale 1-5	4,45 for exhibitors on a scale 1-5 4,49 for hosted buyers on a scale 1-5	4,51 for exhibitors on a scale 1-5 4,51 for hosted buyers on a scale 1-5	4,49 for exhibitors on a scale 1-5 4,50 for hosted buyers on a scale 1-5	4,36 for exhibitors on a scale 1-5 4,56 for hosted buyers on a scale 1-5	4,38 for exhibitors on a scale 1-5 4,62 for hosted buyers on a scale 1-5	4,35 exhibitors 4,47 buyers



CONVENTA

Explore. Meet. Create.