



CONVENTA BEST EVENT AWARD 2022

The annual award for the best
event in the region of New Europe

Press release
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Who took home the unicorn trophy?

The grand finale of Conventa Best Event Award 2022

Conventa Best Event Award 2022, the annual competition that awards the best events in the region of New Europe came to a successful close. The competition's grand finale took place on 26 August 2022 at the Conventa Crossover conference in the garden of the Grand Hotel Union Eurostars, where the winners were announced.

From 28 projects that made it into the final round of voting, 4 winners were selected; the best B2B, B2C, B2I, and CROSSOVER events. Furthermore, 5 special awards were given out at the award ceremony.

The absolute winner was **Brand Arena Nordic Group**, whose event, **OneTonne Island**, won awards in the B2B category, Best in Sustainability, the Grand Prix Award and was, unsurprisingly, named the Best Event Agency.

The best B2C award went to **Velo-City 2022**, which took place in Ljubljana and fostered the development of sustainable mobility. In the B2I category, **Planet Budapest** won the coveted award, while the award for creativity was presented to the **Cupra Hero** project. The Audience Award and Crossover Event Award was presented to the trailblazing Polish event **Open Eyes Summit**.

3-phase evaluation process

In the first phase of evaluation, the jury carried out a pre-selection of the registered projects and chose 43 events that made it into the semi-final. In the second phase, all members of the jury panel evaluated each project according to the following criteria: creativity, relevance, innovation, execution, event results, event communication, sustainable policies, legacy, and overall final impression. Based on the evaluated criteria, 28 projects exceeded the threshold and moved into the finals. In the third phase, attendees were able to support their favourite event agency by joining the live voting session and contributing 20% to the final score.



CONVENTA BEST EVENT AWARDS 2022 RANKINGS

BEST B2B EVENT 2022

3rd SIW on Boutique Tour
2nd Sweden in solidarity with Ukraine
1st OneTunnel Island

BEST B2C EVENT 2022

3rd Help Yemen
2nd Maybelline New York Stories
1st Velo-city 2022

BEST B2I EVENT 2022

3rd Ipsen Re-Connect Community Day
2nd The Day of Our Energy
1st Planet Budapest

BEST CROSSOVER EVENT 2022

3rd Future Tense 2022
2nd CUPRA Hero – Interactive product launch
1st Open Eyes Economy Summit 2021

SPECIAL AWARDS

BEST EVENT AGENCY

Awarded to the agency whose events have totaled the highest overall jury score.

3rd M2Communications
2nd CREATIVE Pro
1st Brand Arena Nordic Group AB

BEST IN CREATIVITY

Winner: CUPRA Hero – Interactive product launch

Award assigned to the event with the highest score for creativity by the jury.

BEST IN SUSTAINABILITY

Winner: OneTunnel Island

Award assigned to the event with the highest score for sustainability by the jury.

AUDIENCE AWARD 2022

Winner: Open Eyes Economy Summit 2021

Award assigned to the event with the highest score from the audience

GRAND PRIX

Award assigned to the event with the highest overall score from the jury.

5th The Day of Our Energy
4th Planet Budapest
3rd Help Yemen
2nd Maybelline New York Stories
1st OneTunnel Island

Presenting the winning projects:



OneTonnel Island

To launch a new app for measuring carbon footprint, and to increase the number of users, Bang Agency created OneTonnel Island – a PR activation where the entire island of Grinda in the Stockholm archipelago was made climate-smart.



Velo-city 2022

Velo-city is the annual flagship event of the European Cyclists' Federation. The event plays a valuable part in promoting cycling as a sustainable and healthy means of transport for all.



Planet Budapest

Planet Budapest 2021 Sustainability Expo and World Summit is an event dedicated to sustainable development. Its aim is to raise awareness of negative trends through experience.



Open Eyes Economy Summit 2021

The Open Eyes Economy Summit is an event held annually in Cracow, Poland, since 2016. It is a top opportunity to get to know the most important contemporary social and economic thought.



CUPRA Hero – Interactive product launch

The launching of the new car CUPRA Formentor was primarily supposed to take place live during 2021. Due to the numerous challenges brought by the previous year, they had to come up with a different way.

Conventa Best Event Award thus marked the end of Conventa Week. Both Conventa and Conventa Crossover facilitated the growth of the regional meetings industry and, not least, promoted the trade show business in Slovenia.

The dates for next year's events have already been announced. **Conventa 2023** will take place in winter, from **1 to 2 February 2023**, while Conventa Crossover will take place from **28 to 29 August 2023**.

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Conventa Crossover and Conventa Best Event Award is organised by Toleranca marketing and Conventa tradeshow in cooperation with Ljubljana Tourism, the Slovenian Tourist Board, the Slovenian Convention Bureau and ENITED.

