

MEETINGS INDUSTRY
UNPLUGGED



Meet the storytellers of

CROSSOVER 2022

25 - 26 AUGUST 2022

Ljubljana, Slovenia

TICKETS AVAILABLE

www.crossover.si

KEYNOTE TALK - FRIDAY, 26 August 2022

09:10-09:35

Sustainable meetings and events – a mystery that may never be solved



Bo Krüger

Moving Minds

A man on a mission to make meetings change the world. He will try to solve the mystery of sustainable events with a completely new event toolbox.

KEYNOTE TALK - FRIDAY, 26 August 2022

09:35-10:00

How to use behavioral sciences to design better events



Milena S. Nikolova

BehaviorSMART

Milena is an expert and researcher in behavioral economics in tourism. She will explain how to use behavioral sciences to your advantage when designing events.

KEYNOTE TALK - FRIDAY, 26 August 2022

11:30-11:55

Pattern Recognition: Feed your future with design, innovation and trends



Jordan Waid

Jordan Waid Ltd.

Storytelling Designer, and Academy Award-winning filmmaker, he will introduce you to Pattern Recognition - a way to train our minds to keep pace with the speed of innovation and change.

KEYNOTE TALK - FRIDAY, 26 August 2022

15:00-15:40

Bringing better human technology into play in meetings that matter



Claus Raasted

The College of Extraordinary Experiences

Experience Design Pioneer and sometimes called "a cross between Thor, Mick Jagger and Lady Gaga". He will make you question many of the meetings you have been in over the years.

UNPLUGGED SUSTAINABILITY

FRIDAY, 26 August 2022

10:15-10:25

Everything starts with big steps



Gaja Brecelj

Umanotera

Managing Director at Umanotera, Gaja will explain why small steps are no longer enough in solving the climate crisis.

FRIDAY, 26 August 2022

10:25-10:35

How the event industry is affecting climate change



Jakob Sterlich

Climate Partner

Head of ClimatePartner Austria, Jakob will explain how events are affecting our climate and how companies can take effective action.

FRIDAY, 26 August 2022

10:35-10:45

Are you doing enough?



Maja Bosanac

Eventful

Owner and Ecology, Ethics and Efficiency Event Manager at Eventful, Maja will make us think twice about the way we organise events.

UNPLUGGED INNOVATION

FRIDAY, 26 August 2022

12:15-12:25

Leadership as an innovation engine



Manuela Šola

Komunikacijski laboratorij

General Manager at Komunikacijski laboratorij, Manuela will give you the tools needed to become an innovative leader in your team.

FRIDAY, 26 August 2022

12:25-12:35

The power of digital hospitality



Mark Toonen

WICE

The Visual Designer behind one of the most advanced venue finders, Mark will share what he has learned as an outsider in the meetings industry.

FRIDAY, 26 August 2022

12:35-12:45

Ways To Attract & Amaze Remote Workers



Tanja Polegubić

Saltwater Nomads

Australian-born Croatian, digital nomad extraordinaire, Tanja will tell you about ways to attract remote workers to your destination.

UNPLUGGED DIALOGUE

FRIDAY, 26 August 2022

16:00-16:10

More Dialogue and less Monologue



Meta Pavlin Avdić

Prvi Prvi

An event planner by heart with over 20 years of agency experience, Meta will share practical methods to create more dialogue at events.

FRIDAY, 26 August 2022

16:10-16:20

The value of dialogue in times of war



Yuliia Katynska

Lviv Convention Bureau

Communication manager at Lviv Convention Bureau, Yuliia will provide first-hand insight into the war-torn event sector of Ukraine.

FRIDAY, 26 August 2022

16:20-16:30

Bridging our divide



Dejan Bogdanov

Vekol DMC

General Manager of DMC Vekol, Dejan helps meeting professionals envision, design, and shape business travel experiences.

14:00-15:00

LJUBLJANA TALKS

METaverse UNPLUGGED

A thought-provoking panel discussion that will delve into events in the Metaverse.

The panel discussion will be moderated by **Jan Oršič** and **Gorazd Čad**. Starting off the session with an exciting keynote will be **Aragorn Meulendijks**, before being joined by two other experts in the field; **Mladen Ljubišič** and **Jens Oliver Mayer**.

FRIDAY, 26 August 2022

14:00 – 14:20

The Metaverse; Salvation or Deluge?



Aragorn Meulendijks

YMO

Let's look beyond polarizing headlines. Aragorn aka Master of the Metaverse will share his extensive knowledge on the shift to virtual in an interesting and thought-provoking keynote talk.

LJUBLJANA TALKS



Mladen Ljubišič

Fitbeat.io

Mladen is the Chief Business Development Officer at Fitbeat.io, a Slovenian startup set to revolutionize the fitness world by introducing a new licensing model.

LJUBLJANA TALKS



Jens Oliver Mayer

Jack Morton Worldwide

Jens has built his career helping some of the biggest brands in the world build strong relationships with the people that matter most to them through live and virtual experiences.

Find out more at

www.crossover.si/storytellers-2022