



Meet the storytellers of  
**CROSSOVER 2023**

27 - 29 August 2023  
Ljubljana, Slovenia

**Exp = EvT<sup>2</sup>**

**From boring EVENTS to immersive EXPERIENCES**

**TICKETS AVAILABLE**

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

# Moderator of Conventa Crossover 2023



## Juraj Holub

Masters in moderation

Juraj, former Chief Meeting Designer at Slido, brings vast experience in designing and moderating meetings. Leading Conventa Crossover 2023, he'll inspire greatness among speakers and the audience.



## Centre stages

**Tuesday,  
August 29, 2023  
at 09:00 – 09:45,  
11:30 - 12:30  
and 16:45 – 17:30**



## Pigalle Tavakkoli

School of experience design

Combining the arts and sciences, Pigalle empowers individuals and companies to design transformative experiences. She will dig into the power of experience design and how it can change your audience.



## Christopher Kai

The Mathem Group

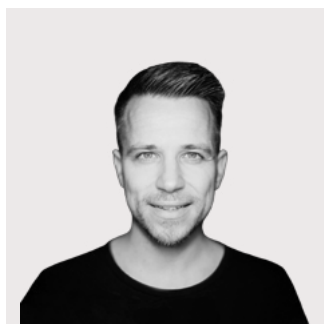
Forbes "International Speaker"  
Christopher Kai is a 7X author, founder of GPS, a speaker training program and founder of GifterX Talks, the world's leading speaker community for entrepreneurs. He will explain the importance of storytelling in business.



## Anastasia Gramatchikova

World Experience Organization

She is Innovation Catalyst, Facilitation Artist, Creative Leadership Coach, and Founder of Innovation Orchestra. She will delve into empowering companies to cultivate an innovation culture that is people-centered, purpose-driven, and future-focused.



## Adrian Klie

BrewDog

His current position as the CEO of the world's most innovative, inspiring and first carbon-negative brewery is a dream come true. His professional path led him from his hometown's small brewery Allersheimer to ABInBev and Mars Petcare, focusing on business transformations for products that create great moments and happiness.



## Klaus Friedrich Meier

DRPG Germany

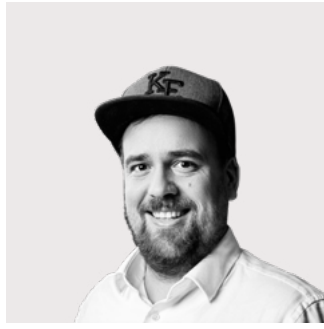
Klaus always finds the best, shortest and most effective way to the fulfilment of customers' needs. He is a strong communicator with an entrepreneurial mindset, self-driven, quick to grasp and implement new ideas, cooperative, experienced in cross-cultural environments, has excellent negotiation skills and is creative.



## Dan Podjed

ZRC SAZU

Dan Podjed, PhD, is an anthropologist dedicated to developing ethnography-based solutions and innovative research methods at the intersection of different scientific fields. He is an associate Professor at the University of Ljubljana's Faculty of Arts and Senior Advisor at the Institute for Innovation and Development of the University of Ljubljana.



**Stefan Hric**  
Odpadnesh

Stephan is an Experienced Managing Partner with a demonstrated history of working in the marketing and advertising industry. Strong business development professional skilled in ecological and sustainable solutions.



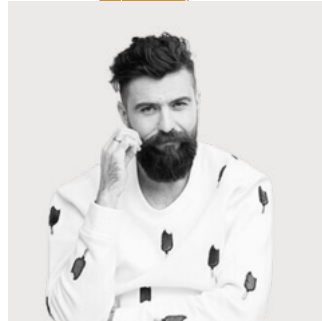
## Baltic Tigers

**Tuesday,  
August 29, 2023  
at 09:45 – 10:30**



**Mary Kirillova**  
BEIC

Mary is the CEO of Baltic Event Industry Club, the biggest Pan-Baltic association of event professionals. Moreover, she is the founder of Baltic events news blog bestbalticevents.com and of EventCV.com, a global marketing job search for event agencies.



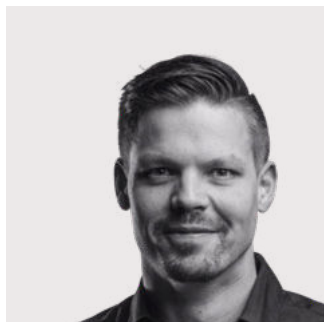
**Aurimas Kamantauskas**  
Rekurai

Aurimas is a businessman, manager and founder of the third-largest event organization company in Lithuania Rekurai. He is a very creative, innovative, and reasonable person who always shares his insights.



**Janne Björge**  
Ystra

Janne is the CEO of YSTRA and a board member of The Swedish Association of Communication Agencies, IHM Business School and Gothenburg Marketing Association. He is also an international speaker at large corporate events and symposiums.



**Juho Hiidenmaa**  
ME Studio

Juho is the CEO of ME Studio. ME Studio is an event marketing company, which is focused on serving companies and communities in various event marketing functions in Finland and internationally. Juho has decades of extensive international experience and a large network in different areas of events.



**Marcus Van Der Håkonsen**  
Appetite Production

Marcus is Norway's leading advisor and bridge between e-sports and Norwegian business. He has more than 20 years of experience working with brand communication, sponsorship and event marketing from both sides of the table.



**Lehari Kauster**  
Milton Events, Baltics&Nordics

Co-founder of Global Virtual Solutions and the CEO of Milton Events. His passion for 20+ years has been helping others to create unique experiences and host different events around the world. He has helped more than 250 clients to reach their goals and make over 200 events annually.

# Crossover Future Labs: Crossover Legends

**Tuesday,  
August 29, 2023  
at 10:30 – 11:30  
and 15:00 – 16:00**



**Maarten Schram**  
Founder/Managing Director,  
LiveCom Alliance

Maarten Schram established LiveCom Alliance in 2016 as a non-profit foundation on the belief that the live communication industry deserves a pan-European approach and audience, and would benefit from an overarching dedicated yet independent institution. He will dig into what is the future of content in the event industry.



**Miro Antić**  
M2Communications

Miro Antić, co-founder and Chief Experience Officer at M2Communications, a prominent experiential marketing and event production agency, specializes in brand introduction and positioning in the competitive global marketplace. As an expert in the field, he will discuss the future of experience design.



**Ivo Frantschitz**  
Enited

Ivo is the owner and Managing Director of ENITED Business Events GmbH. With extensive experience in the events industry since 1999, he actively shares his knowledge through speaking engagements at educational institutions. He holds board positions with EMBA and LiveCom Alliance and is an active member of ICCA and 27NAMES.



**Jordan Waid**  
Executive Leadership in Creative  
/ Strategy / Innovation

Jordan Waid is a creative agency veteran, an Academy Award-winning filmmaker, and a thought leader in SMEs. He specializes in business innovation, digital transformation, and building effective leadership teams, especially in the remote working hybrid world.



**Jens Oliver Mayer**  
Managing Director of the Jack  
Morton Worldwide's German  
Offices, Germany

Jens Mayer, with over 20 years of brand experience, specializes in fostering meaningful connections between brands and their audience through live and digital marketing. He will explore the future of engagement in meetings.



**Janos Fazakas**  
Visual Europe

Janos is an experienced International Sales Director with a background in the events services industry. With skills in translation, sales management, event management, digital marketing, and project management, he possesses the necessary expertise to analyze future engagement trends.



**Jose Garcia-Aguarod**  
Founder of the Eventoplus  
Group, Spain

Jose, founder of Eventoplus Group, has 18 years of experience in the events and MICE industry. With his background as an organizer, client, and media publisher, he will offer valuable insights on the future of content.



**Kim Myhre**  
Founder and Managing Partner  
of Experience Designed

Kim Myhre is the Founder and Managing Partner of Experience Designed, a creative agency applying purpose-led design principles to create transformative brand experiences. He is an experienced designer, consultant, speaker, lecturer, writer, creator, innovation activist, and brand storyteller.

# F\*!#ups at events

**Tuesday,  
August 29, 2023  
at 14:00 – 14:30**



**Kathrin Schmidt**  
Fifteen Seconds

Kathrin is the Director of Business Development at Fifteen Seconds, an international platform at the intersection of business, innovation, and creativity, calling all curious minds eager to share their knowledge, drive positive change, and shape the future.



**Ivan Petrović**  
Exit

Ivan M. Petrovic is at present President of the Managing Board at EXIT Foundation and responsible for running social activities and public affairs of the famous EXIT Festival (Novi Sad, Serbia), Sea Dance Festival (Budva, Montenegro), Sea Star Festival (Umag, Croatia), Get EXITed Strumica (North Macedonia) and Founder of Public Idea Consulting Agency.



**Dragan Perendija**  
Sporto

Dragan is responsible for the development of the SPORTO brand and is Head of Content at SPORTO Conference, the leading sports marketing & sponsorship event in SE Europe. In the role of strategist at Sport Media Focus agency his specialized fields include sponsorship strategy, Olympic marketing, and athlete branding.

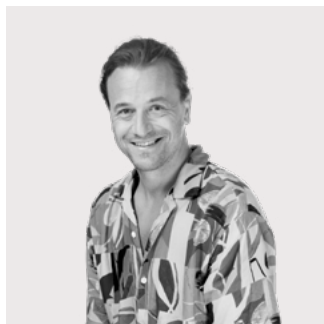


**Boris Kovaček**  
Weekend Media Festival

Boris is the executive director and co-owner of the Weekend Media Festival and the co-owner of Pepermint. He holds many titles, and has many experiences with events that he can share light on some of the most common mistakes that event organizers make.



# Ljubljana Talks



**Gašper Pavli**  
Sporto

The former tennis player studied Sports Management and Marketing in London and now works as a creative director at Sport Media Focus. He organizes sports events, holds a Ph.D. in Marketing Communication, and occasionally lectures at the Faculty of Sports.



**Boris Kovaček**  
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**Ivan Petrović**  
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## CEE and SEE Lions



**Ivo Franschitz**  
Enited

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**Manuela Šola**  
Komunikacijski laboratorij

Manuela is the founder of one of today's leading communication agencies in the region, Komunikacijski Laboratorij. The agency is the organizer of the internationally awarded project Future Tense Conference, a future-oriented, internationally awarded B2B conference focusing on the future of business.



**Miro Antić**  
M2Communications

Miro Antić, co-founder and Chief Experience Officer at M2Communications, a prominent experiential marketing and event production agency, specializes in brand introduction and positioning in the competitive global marketplace. As an expert in the field, he will discuss the future of experience design.



**Norbert Pycha**  
Event Arena

Norbert is the CEO of Event Arena and co-creator of EVENTVERSE, a comprehensive system of companies and products connected with events and live marketing. He is a believer in personal contact and live communication and a builder of a community of event professionals.



**Janos Fazakas**  
Visual Europe

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