

KONGRES
NEW EUROPE MEETINGS INDUSTRY MAGAZINE
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LJUBLJANA TALKS AT IBTM 2024/2025

Digital Reach Report

Time Period from November 2024 to August 2025



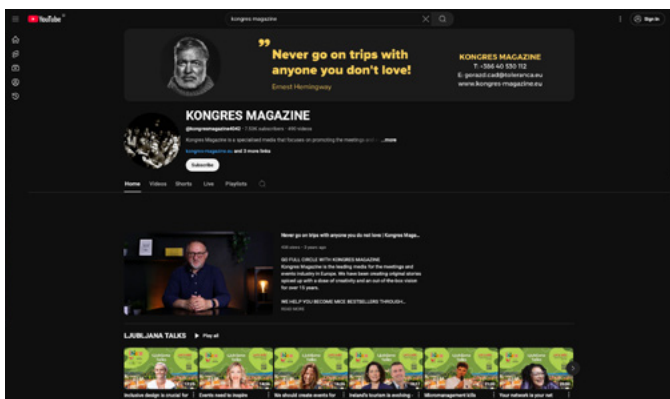
ibtm WORLD
BARCELONA, SPAIN
19-21 Nov 2024



Ljubljana Tourism

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KONGRES
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COMMUNICATION TOOLS



MAIN ENGAGEMENT HOOK KONGRES MAGAZINE YOUTUBE CHANNEL

<https://www.youtube.com/@kongresmagazine4042>

Reach: 7,986 followers

COMMUNICATION BOOSTERS

ARTICLES ON WEBSITE WWW.KONGRES-MAGAZINE.EU

Total Post Views: 2,049

Ljubljana Talks kicks off day one at IBTM World 2024



Post views: 348

Ljubljana Talks wrapped up day two at IBTM World Barcelona



Post views: 1099

Ljubljana Talks slated to return to IBTM World 2024



Post views: 369

Pogovorna oddaja Ljubljana Talks se vrača na IBTM v Barcelono



Post views: 233

**KONGRES MAGAZINE NEWSLETTER
KONGRES WEEKLY**

Total Reach: 54,631

Video Reach: 20,720

DATE	TOTAL REACH	VIDEO REACH
25.11.2024	2023	1012
2.12.2024	2007	762
10.12.2024	1996	824
9.12.2024	1985	834
16.12.2024	2019	726
23.12.2024	2016	570
30.12.2024	2013	614
6.01.2025	2010	592
13.01.2025	1999	422
20.01.2025	1992	392
27.01.2025	1995	368
3.02.2025	1962	586
10.02.2025	1956	978
17.02.2025	3698	1406
24.02.2025	2001	1096
3.03.2025	3692	982
10.03.2025	1998	1216
17.03.2025	1981	930
24.03.2025	1969	870
31.03.2025	1958	1018
7.04.2025	1945	1366
14.04.2025	1962	912
21.04.2025	1956	690
28.04.2025	3497	734
5.05.2025	2001	820

**KONGRES MAGAZINE NEWSLETTER
FRIDAY TOP NEWS**

Total Reach: 56,162

Video Reach: 23,936

DATE	TOTAL REACH	VIDEO REACH
29.11.2024	1996	742
6.12.2024	1984	964
13.12.2024	1975	950
20.12.2024	2008	762
27.12.2024	3683	1398
3.01.2025	2002	560
10.01.2025	2001	584
17.01.2025	1998	758
24.01.2025	1986	956
31.01.2025	1981	756
7.02.2025	1978	1150
14.02.2025	2009	962
21.02.2025	3671	1594
28.02.2025	1990	1156
7.03.2025	1988	754
14.03.2025	1990	944
21.03.2025	1973	986
28.03.2025	1958	1136
4.04.2025	1950	980
11.04.2025	3462	804
18.04.2025	1950	960
25.04.2025	3665	1348
9.05.2025	1985	780
16.05.2025	1993	1200
23.05.2025	1986	752

YOUTUBE CHANNEL KONGRES MAGAZINE - VIDEOS POST-EVENT

Total Views: 17,121

S. Verdejo, S.Pérez & M. Pijuan - High tech or high touch?



Views: 2,061

Angela Guillemet - Associations help build communities



Views: 1,090

Dejan Bogdanov - We need to bring emotions out of our attendees



Views: 625

Annalisa Ponchia - It is time to walk the talk in our industry



Views: 1,099

Paula Blomster - Finland does things differently



Views: 882

Connor Bryant - We want to challenge the notion of waste



Views: 1324

Monica Molina - DEI will help tweak our industry's inclusiveness



Views: 1,154

Sven Bossu - Convention centres used to be white elephants



Views: 1,149

José Garcia-Aguarod - We organise events to create change



Views: 649

György Tatár - We wanted to become the Hungarian Booking



Views: 664

Iain Bitran - ISPIM connects 4,500 innovation professionals



Views: 348

Liesbeth Switten - Associations should lead by example



Views: 1,339

Bo Krüger - I want to change boring meetings



Views: 834

Paul Colston - Printed press still has a special place



Views: 1,184

Katarina Thorstensson - Scandi sustainability is a lifestyle



Views: 550

Anita Paic - People make the difference in Vienna



Views: 617

Guy Bigwood - We need to shift to a regenerative mindset



Views: 594

Jesse Gainer - C2 connects commerce and creative industries



Views: 547

Heather Gallagher - Burning Man is both profound and profane



Views: 697

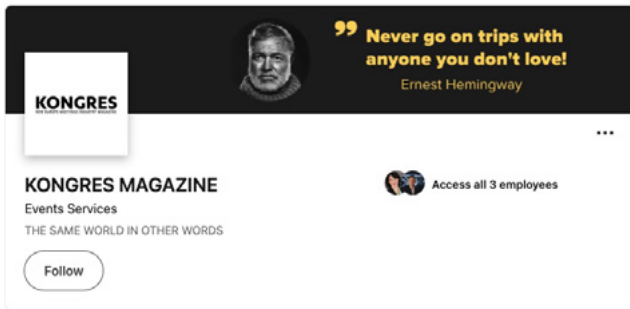
LINKEDIN POSTS

Total Post Views: 16,736

KONGRES MAGAZINE PROFILE

Number of followers: 1,488

Total Post Views: 264



LINK TO POST

<https://www.linkedin.com/feed/update/urn:li:activity:7265303890969907201>

<https://www.linkedin.com/feed/update/urn:li:activity:7264942970611585024>

<https://www.linkedin.com/feed/update/urn:li:activity:7264566599003594752>

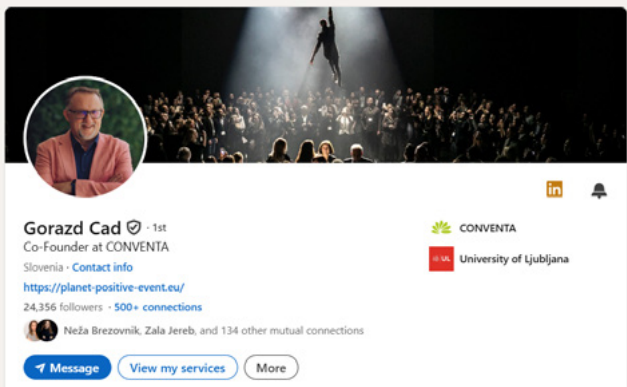
<https://www.linkedin.com/feed/update/urn:li:activity:7260261990449737730>

NUMBER OF FOLLOWERS	POST VIEWS	POST ENGAGEMENT
1488	73	7
1488	73	5
1488	38	2
1488	80	7

GORAZD ČAD PROFILE

Number of followers: 24,086

Total Post Views: 16,472



LINK TO POST

https://www.linkedin.com/posts/gorazd-cad_future-association-events-activity-7260742087233409025-ppAf?utm_source=share&utm_medium=member_desktop&rcm=A-CoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8

https://www.linkedin.com/posts/gorazd-cad_sustainable-future-events-activity-7261058704433627136-_kc9?utm_source=share&utm_medium=member_desktop&rcm=A-CoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8

https://www.linkedin.com/posts/gorazd-cad_event-revolution-c2-activity-7261444255116587008-lJrX?utm_source=share&utm_medium=member_desktop&rcm=A-CoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8

https://www.linkedin.com/posts/gorazd-cad_event-sustainability-creativity-activity-7261686100107096064-Z0_6?utm_source=share&utm_medium=member_desktop&rcm=A-CoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8

NUMBER OF FOLLOWERS	POST VIEWS	POST ENGAGEMENT
24,086	422	10
24,086	1,023	45
24,086	378	10
24,086	600	15

https://www.linkedin.com/posts/gorazd-cad_event-design-thinking-activity-7262067181809537024-yfLp?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	510	18
https://www.linkedin.com/posts/gorazd-cad_burningman-blackrockcity-radicalselfexpression-activity-7262473428459302912-8KSD?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	295	8
https://www.linkedin.com/posts/gorazd-cad_aipc-members-convention-activity-7262926711338553345-dmVW?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	266	6
https://www.linkedin.com/posts/gorazd-cad_sustainable-regenerative-meetings-activity-7263129559070380032-leu-g?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	935	28
https://www.linkedin.com/posts/gorazd-cad_association-professional-consultant-activity-7263557810121011201-HejY?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	498	19
https://www.linkedin.com/posts/gorazd-cad_best-meetings-events-activity-7263964610507026432-O3DB?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	1,087	33
https://www.linkedin.com/posts/gorazd-cad_dei-diversity-equity-activity-7264193349639704576-oWiR?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	320	12
https://www.linkedin.com/posts/gorazd-cad_podcast-ljubljana-talks-activity-7264530645656244224-ph5V?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	888	47
https://www.linkedin.com/posts/gorazd-cad_ljubljana-talks-ibtm-world-sustainability-activity-7264704551641923587-oBg8?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	1,297	47
https://www.linkedin.com/posts/gorazd-cad_ljubljana-talks-ibtm-world-sustainability-activity-7265042434869407745-8Mxx-?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	1,034	34
https://www.linkedin.com/posts/gorazd-cad_ljubljana-talks-heathergallagher-burningman-activity-7266455237710733314-AK_7?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	541	8
https://www.linkedin.com/posts/gorazd-cad_jesse-gainer-c2-montraezal-ljtalks-activity-7268529912678858753-kvLD?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	339	11
https://www.linkedin.com/posts/gorazd-cad_guy-bigwood-gdsmovement-sustainability-activity-7271821460187361280-rHbt?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	1,181	35
https://www.linkedin.com/posts/gorazd-cad_anitapa-ic-vienna-convention-bureau-meeting-destination-activity-7274339208314425344-k98V?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	1,269	27
https://www.linkedin.com/posts/gorazd-cad_paulcolston-mash-media-ljubljana-talks-activity-7277995197035102208-y--P?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	404	17
https://www.linkedin.com/posts/gorazd-cad_gyaemrgytaerr-hotel-premiogroup-ljtalks-activity-7281733340171272192-Gg-hQ?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	829	21
https://www.linkedin.com/posts/gorazd-cad_ianbitran-ispim-innovation-management-activity-7283147128439287808-llBo?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	932	33
https://www.linkedin.com/posts/gorazd-cad_liesbethswitten-ibtm-world-2024-ljtalks-activity-7286056883268812800-fg_4?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAG3tNsBNUJju4XvLO5wkYjkUV3nonBG6k8	24,086	892	27

SUMMARY



LinkedIn Posts

16,736 Views



Newsletter Kongres Weekly and Friday Top News

110,793 Total Reach



Kongres Magazine 4 published Posts

2049 Views



Youtube Videos

17,407 Views

TOTAL ENGAGEMENT ACROSS ALL CHANNELS

TURF

(Total Unduplicated Reach)

191,641 Views

VALUE of views

(based on Kongres Magazine reach, November 2024)

55,575.89

Client: Kongres Magazine

Duration: November 20, 2024 - July 28, 2025

Creative Director: Gorazd Čad

Content Marketing: Jure Čad, Aleksandra Petrovska

Direct Production Costs: 38.900

Production: 6,392

Total: 45,292