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# LJUBLJANA TALKS AT IMEX 2024

## Digital Reach Report

Time Period from May to October

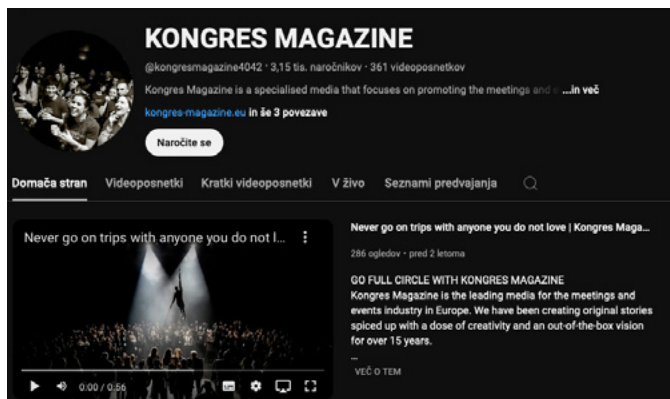
  
FRANKFURT 14. - 16. MAI 2024

  
Ljubljana Tourism

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NEW EUROPE MEETINGS INDUSTRY MAGAZINE



# COMMUNICATION TOOLS



## MAIN ENGAGEMENT HOOK KONGRES MAGAZINE YOUTUBE CHANNEL

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

Reach: 3.150 followers

# COMMUNICATION BOOSTERS

## ARTICLES ON WEBSITE WWW. KONGRES-MAGAZINE.EU

Total Post Views: 1570

### First day of Ljubljana Talks at IMEX Frankfurt 2024



Post views: 411

### Second day of Ljubljana Talks at IMEX: making change in its own way



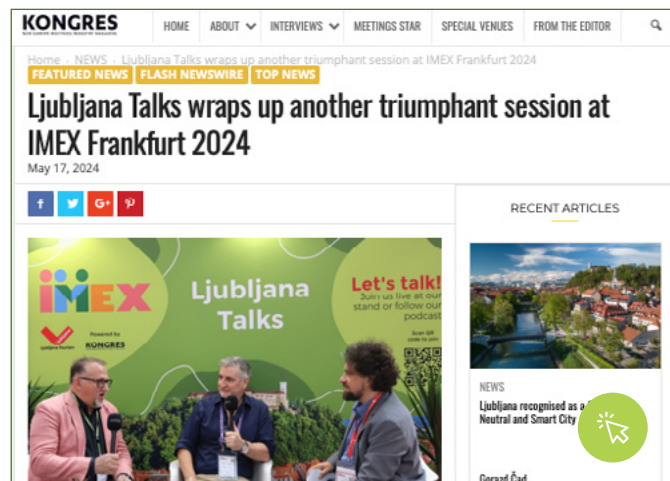
Post views: 403

### The third day of Ljubljana Talks at IMEX highlights yet another successful edition



Post views: 365

### Ljubljana Talks wraps up another triumphant session at IMEX Frankfurt 2024



Post views: 391

## KONGRES MAGAZINE NEWSLETTER - KONGRES WEEKLY

Total Reach: 47236

Video Reach: 9376

DATE	TOTAL REACH	VIDEO REACH
03.06.	2023	506
10.06.	2007	381
17.06.	1996	412
24.06.	1985	417
01.07.	2019	363
08.07.	2016	285
15.07.	2013	307
22.07.	2010	296
29.07.	1999	211
05.08.	1992	196
12.08.	1995	184
19.08.	1962	293
26.08.	1956	489
02.09.	3698	703
09.09.	2001	548
16.09.	3692	491
23.09.	1998	608
30.09.	1981	465
07.10.	1969	435
14.10.	1958	509
21.10.	1985	683
28.10.	1981	594

## KONGRES MAGAZINE NEWSLETTER - FRIDAY TOP NEWS

Total Reach: 46745

Video Reach: 10220

DATE	TOTAL REACH	VIDEO REACH
07.06.	1996	371
14.06.	1984	482
21.06.	1975	475
24.06.	2008	381
05.07.	3683	699
12.07.	2002	280
19.07.	2001	292
26.07.	1998	379
02.08.	1986	478
09.08.	1981	378
16.08.	1978	575
23.08.	2009	481
30.08.	3671	797
06.09.	1990	578
13.09.	1988	377
20.09.	1990	472
27.09.	1973	493
04.10.	1958	568
11.10.	1950	490
18.10.	3652	693
25.10.	1972	481

## YOUTUBE CHANNEL KONGRES MAGAZINE- VIDEOS POST-EVENT

Total Views: 13.289

**IMEX Wrap-up with Carina Bauer and Petra Stušek**

**Slovenia - incentive paradise - Vesna Mojsilovic & Fredi Fontanot**

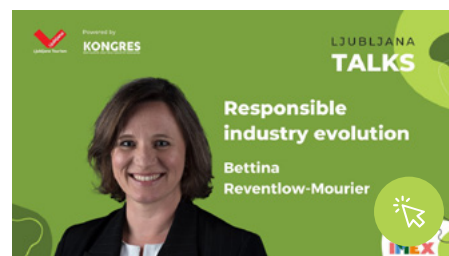
**Responsible industry evolution - Bettina Reventlow-Mourier**



Views: 728



Views: 2500



Views: 649

The power of event moderation - Jan-Jaap In der Maur



Views: 517

Measuring the legacy of events - Flavie de Bueil



Views: 43

The formula for event excellence - Christian Pöhlmann



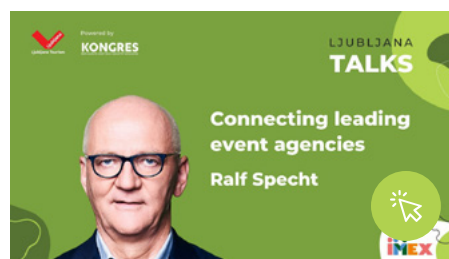
Views: 491

Embracing degrowth - Geneviève Leclerc



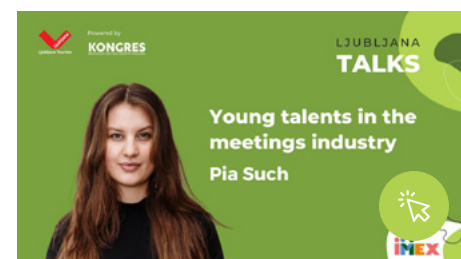
Views: 583

Connecting leading event agencies - Ralf Specht



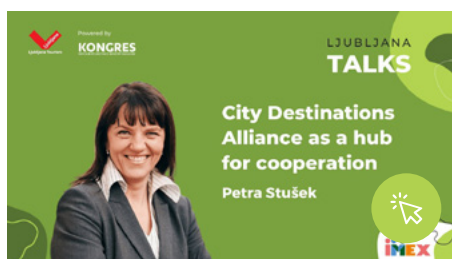
Views: 1200

Young talents in the meetings industry - Pia Such



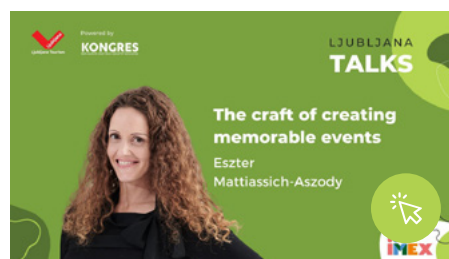
Views: 40

CityDNA as a cooperation hub - Petra Stušek



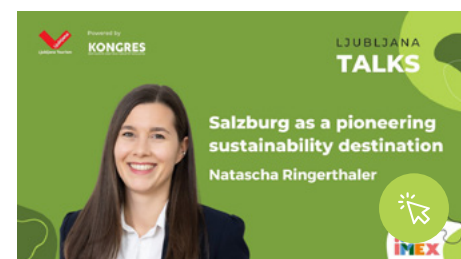
Views: 406

Crafting memorable events - Eszter Mattiassich-Aszody



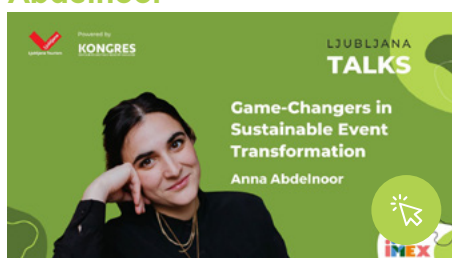
Views: 798

Pioneering sustainability: Salzburg - Natascha Ringerthaler



Views: 1100

Game-changers in sustainable event transformation - Anna Abdelnoor



Views: 23

The ethical dimensions of travel - Richard Crawford



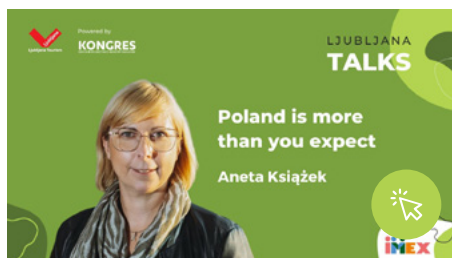
Views: 780

Bratislava as a human-centric destination - David Pobjecký



Views: 204

Poland is more than you expect - Aneta Książek



Views: 780

Navigating success in the world of events - Stephanie Dubois



Views: 1000

How events shape global change - Colja Dams



Views: 249

From philosophy to extraordinary experiences - Claus Raasted



Views: 938

LJUBLJANA TALKS at IMEX Frankfurt 2024 | DAY 2



Views: 67

LJUBLJANA TALKS at IMEX Frankfurt 2024 | DAY 1



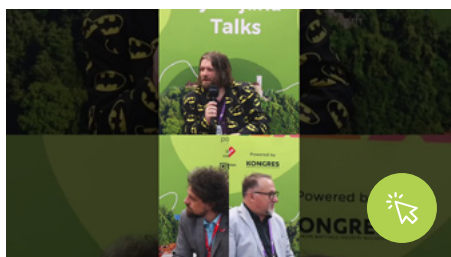
Views: 89

LJUBLJANA TALKS at IMEX Frankfurt 2024 | DAY 3



Views: 59

The College of Extraordinary Experiences #shorts



Views: 45

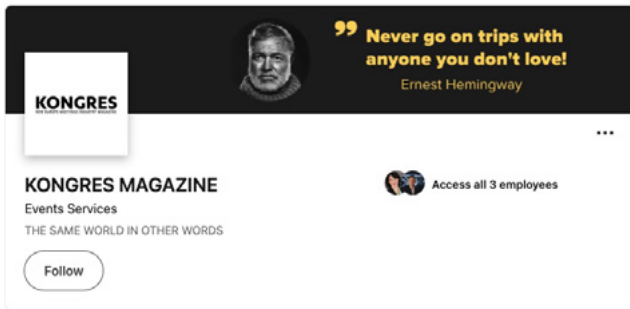
## LINKEDIN POSTS

Total Post Views: 44037

## KONGRES MAGAZINE PROFILE

Number of followers: 1026

Total Post Views: 201

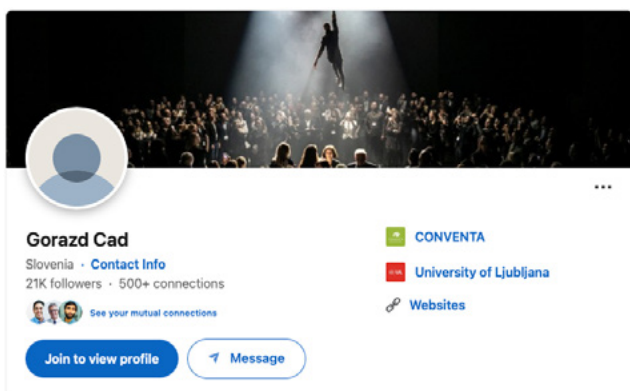


DATE	LINK TO POST	NUMBER OF FOLLOWERS	POST VIEWS	POST ENGAGEMENT
13.5	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7195809041866977281">https://www.linkedin.com/feed/update/urn:li:activity:7195809041866977281</a>	1026	72	5
14.5	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7196086301324906497">https://www.linkedin.com/feed/update/urn:li:activity:7196086301324906497</a>	1026	29	3
14.5	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7196249553342201856">https://www.linkedin.com/feed/update/urn:li:activity:7196249553342201856</a>	1026	20	0
15.5	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7196418176572657666">https://www.linkedin.com/feed/update/urn:li:activity:7196418176572657666</a>	1026	18	0
15.5	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7196570418399399936">https://www.linkedin.com/feed/update/urn:li:activity:7196570418399399936</a>	1026	23	0
16.5	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7196782176925822977">https://www.linkedin.com/feed/update/urn:li:activity:7196782176925822977</a>	1026	23	0
17.5	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7197319053319774208">https://www.linkedin.com/feed/update/urn:li:activity:7197319053319774208</a>	1026	16	0
14-16.5	<a href="https://www.linkedin.com/events/7192088316417064961/comments/">https://www.linkedin.com/events/7192088316417064961/comments/</a>	1026	0	4

## GORAZD ČAD PROFILE

Number of followers: 21055

Total Post Views: 43836



POST TITLE	LINK TO POST	NUMBER OF FOLLOWERS	POST VIEWS	POST ENGAGEMENT
IMEX Wrap-up with Carina Bauer and Petra Stušek	<a href="https://www.linkedin.com/posts/gorazd-čad_sustainable-regenerative-responsible-activity-7233757998886588417-Ko2M?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-čad_sustainable-regenerative-responsible-activity-7233757998886588417-Ko2M?utm_source=share&amp;utm_medium=member_desktop</a>	21055	2192	17
Slovenia - incentive paradise - Vesna Mojsilovic & Fredi Fontanot	<a href="https://www.linkedin.com/posts/gorazd-čad_sustainable-regenerative-responsible-activity-7230224214681628672-vgaZ?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-čad_sustainable-regenerative-responsible-activity-7230224214681628672-vgaZ?utm_source=share&amp;utm_medium=member_desktop</a>	21055	1085	14
Responsible industry evolution - Bettina Reventlow-Mourier	<a href="https://www.linkedin.com/posts/gorazd-čad_sustainable-regenerative-responsible-activity-7228402978762752000-wCfN?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-čad_sustainable-regenerative-responsible-activity-7228402978762752000-wCfN?utm_source=share&amp;utm_medium=member_desktop</a>	21055	481	7

The power of event moderation - Jan-Jaap In der Maur	<a href="https://www.linkedin.com/posts/gorazd-cad_masters-moderation-creative-activity-722847324787622377-BG487utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_masters-moderation-creative-activity-722847324787622377-BG487utm_source=share&amp;utm_medium=member_desktop</a>	21055	2386	6
Measuring the legacy of events - Flavie de Bueil	<a href="https://www.linkedin.com/posts/gorazd-cad_creative-events-future-activity-72236429898051257-88G17utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_creative-events-future-activity-72236429898051257-88G17utm_source=share&amp;utm_medium=member_desktop</a>	21055	832	4
The formula for event excellence - Christian Pöhlmann	<a href="https://www.linkedin.com/posts/gorazd-cad_creative-events-future-activity-7222194051523977216-ro8X7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_creative-events-future-activity-7222194051523977216-ro8X7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1992	8
Embracing degrowth - Genevieve Leclerc, CMP, CICE	<a href="https://www.linkedin.com/posts/gorazd-cad_sustainable-events-legacy-activity-7219751083215044608-byXL7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_sustainable-events-legacy-activity-7219751083215044608-byXL7utm_source=share&amp;utm_medium=member_desktop</a>	21055	2304	15
Connecting leading event agencies - Ralf Specht	<a href="https://www.linkedin.com/posts/gorazd-cad_corporate-events-creativity-activity-721713401196437094-p-HY7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_corporate-events-creativity-activity-721713401196437094-p-HY7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1466	15
Young talents in the meetings industry - Pia Such	<a href="https://www.linkedin.com/posts/gorazd-cad_corporate-events-creativity-activity-7216773616825192449-Aaj7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_corporate-events-creativity-activity-7216773616825192449-Aaj7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1457	7
City Destinations Alliance   CityDNA as a cooperation hub - Petra Stušek	<a href="https://www.linkedin.com/posts/gorazd-cad_citydna-future-destinations-activity-7213108879205765121-H1E17utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_citydna-future-destinations-activity-7213108879205765121-H1E17utm_source=share&amp;utm_medium=member_desktop</a>	21055	2407	15
Crafting memorable events	<a href="https://www.linkedin.com/posts/gorazd-cad_corporate-events-creativity-activity-7212053419681873920-t407utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_corporate-events-creativity-activity-7212053419681873920-t407utm_source=share&amp;utm_medium=member_desktop</a>	21055	2099	7
	<a href="https://www.linkedin.com/posts/gorazd-cad_salzburg-convention-bureau-activity-7209916347902763008-Wvqh7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_salzburg-convention-bureau-activity-7209916347902763008-Wvqh7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1316	38
Bratislava is one of Europe's most unique hidden gem	<a href="https://www.linkedin.com/posts/gorazd-cad_bratislava-capital-neweurope-activity-720839770084358536-dh-S7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_bratislava-capital-neweurope-activity-720839770084358536-dh-S7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1933	10
	<a href="https://www.linkedin.com/posts/gorazd-cad_sustainable-tourism-travel-activity-7207057647932456960-bWSO7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_sustainable-tourism-travel-activity-7207057647932456960-bWSO7utm_source=share&amp;utm_medium=member_desktop</a>	21055	2419	12
Poland is undoubtedly more than many expect and Aneta Ksiazek	<a href="https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-7204533896577757185-qrU7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-7204533896577757185-qrU7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1202	12
	<a href="https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-720331025259368857e-up77utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-720331025259368857e-up77utm_source=share&amp;utm_medium=member_desktop</a>	21055	1578	5
	<a href="https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-720044088323252241-lKcZ7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-720044088323252241-lKcZ7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1979	28
	<a href="https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-7198748148733816832-Uvyk7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-7198748148733816832-Uvyk7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1578	16
Wrapping Up Ljubljana Talks at IMEX: Reflecting on Three Days of Inspiration!	<a href="https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-7197142275636822016-4q7Y7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-7197142275636822016-4q7Y7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1941	42
Exciting Day 1 Highlights from Ljubljana Talks at IMEX Frankfurt!	<a href="https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-719655824912809984-7l_r7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubjanatalks-imexfrankfurt-meetingsindustry-activity-719655824912809984-7l_r7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1565	26
The second day of Ljubljana Talks went amazingly	<a href="https://www.linkedin.com/posts/gorazd-cad_meet4impact-liubjanatalks-imexfrankfurt-activity-719655851062765184-aim7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_meet4impact-liubjanatalks-imexfrankfurt-activity-719655851062765184-aim7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1327	89
	<a href="https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-activity-7195379410487656448-TATJ7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-activity-7195379410487656448-TATJ7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1584	15
	<a href="https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-activity-719501877873631872-F90o7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-activity-719501877873631872-F90o7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1445	17
	<a href="https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-2024-activity-7194699165963096064-1PQb7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-2024-activity-7194699165963096064-1PQb7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1385	8
	<a href="https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-2024-activity-7194364036413538305-KTAE7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-2024-activity-7194364036413538305-KTAE7utm_source=share&amp;utm_medium=member_desktop</a>	21055	2130	21
	<a href="https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-activity-7193896578670043136-fkr7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-activity-7193896578670043136-fkr7utm_source=share&amp;utm_medium=member_desktop</a>	21055	408	5
	<a href="https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-2024-activity-7193287237973741569-Plcn7utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/gorazd-cad_liubljana-talks-at-imex-frankfurt-2024-activity-7193287237973741569-Plcn7utm_source=share&amp;utm_medium=member_desktop</a>	21055	1345	27

## SUMMARY



### LinkedIn Posts

44037 Views



### Newsletter Kongres Weekly and Friday Top News

113577 Views



### Kongres Magazine 4 published Posts

1570 Views



### Youtube Videos

13289 Views

## TOTAL ENGAGEMENT ACROSS ALL CHANNELS

### TURF

(Total Unduplicated Reach)

172473 Views

### VALUE of views

(based on Kongres Magazine reach, November 2024)

50.597,17

**Client:** Kongres Magazine

**Duration:** May 20 - October 30, 2024

**Creative Director:** Gorazd Čad

**Content Marketing:** Jure Čad, Aleksandra Petrovska

**Direct Production Costs:** Imex €34,200

**Production:** €8,588

**Total:** €42,788