# THE FIRST DAY OF CONVENTA SEES A REVIVED MEETINGS INDUSTRY

**The premier regional trade show of the meetings industry begins**

The first day of the Conventa trade show saw 92 exhibitors and 145 hosted buyers from 33 countries buzzing with excitement as the industry restarts. During the first day, numerous meetings were held, fostering the exchange of know-how and experiences. Thursday will bring the total number of meetings to 2500.

The exhibition grounds at Ljubljana Exhibition and Convention Centre have become home to Conventa, including its Experience Zone and Future Leaders Forum. In addition, Conventa Academy and Conventa Trend Bar will give an insight into the future of the meetings industry. A welcome novelty this year is the fully digital Conventa app that allows attendees to organise their day.

Attendees spoke of the conference in high regard. One of the hosted buyers said: "So far, so good. The topics covered are very sought-after and relatable. I appreciate the variety of speakers and the number of young professionals attending the event. I am eager to see what other surprises the organisers have in store."

## Green policy 5R

In cooperation with ClimatePartner, Conventa aims to reduce its carbon footprint. During the first day, participants were reminded to consider green transportation, recycle and contribute to the event's green aspirations. Conventa strives to be sustainable in the long run through an established system of constant improvements. The organisers showcased how their 5R model, i.e. Rethink/Reduce/Reuse/Recycle/Refuse, can help create a sustainable good practice case.

## Experience zone

The attendees could be seen chatting over a freshly made Julius Meinl coffee served at the coffee corner. In addition, participants were seen around the Exhibition Zone, flocking to stands of Confiva Global and Virtual Europe Group, wowing with phenomenal visual effects. While walking among the diverse displays, the attendees could even experience nature-inspired walls full of life. Those especially keen on technology found their time well spent trying the offer of technology providers. At Ljubljana Tourism's stand, guests could try a unique VR experience.

## Future Leaders Forum

One of the Future Leaders Forum keynote speakers, Maria Teresa Yague Martin from ENITED Business Events from Vienna, presented her passion for sustainability. She urged the public to start considering sustainability and highlighted her personal experience. Maria said: "We want things easy, fast and cheap, and this is why sustainability is not cutting it yet."

## Press-conference

At Conventa's official press conference, Petra Stušek, Director of Ljubljana Tourism, Fredi Fontanot, Director of Slovenian Convention Bureau, Karmen Novarlič from the Slovenian Tourist Board and the co-founder of Conventa, Gorazd Čad, spoke about the industry's future.

Each speaker shared their vision and goals for green and sustainable event organising in Slovenia. All speakers emphasised that all Slovenian destinations can collectively pursue their ultimate goal - promoting Slovenia. All four representatives have been striving to promote the Slovenian meetings industry and aim for sustainability in organising events.

The organisers have already announced the date of CONVENTA 2023: the event will take place in winter, from 1 to 2 February 2023. Conventa Crossover will take place from 28 to 29 August 2023.

## Press material

- Press material for Conventa
- Press material for Conventa Crossover
- Preliminary programme of Conventa week
- Structure of hosted buyers at Conventa
- Photos of Conventa co-founders
- About Conventa

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The event is organised by:

Toleranca marketing and the Slovenian Convention Bureau

In cooperation with: