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# Ljubljana Talks

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## PROGRAMME, 20 – 22 May 2025

DRAFT OF THE LJUBLJANA TALKS PROGRAMME AT IMEX FRANKFURT 2025

### TUESDAY, 20 May 2025 - THE CLIENT'S PERSPECTIVE

- Morning** Studio Set-Up
- 10:15** **1st Day Intro** with Jan Oršič and Gorazd Čad
- 10:30** **Ljubljana Talks 1:** Sarah Furness
- 11:00** **Ljubljana Talks 2:** Nicole Osibodu
- 11:30** **Ljubljana Talks 3:** Degmo Daar
- 12:00** Break
- 13:00** **Conventa Trend Bar**  
No beating about the bush – No Buzzwords, Just Business
- 15:00** **Ljubljana Talks 4:** Agneta Ksiažek
- 15:30** **Ljubljana Talks 5:** TBA
- 16:00** Break
- 17:00** **1st Day Outro** with Jan Oršič and Gorazd Čad

## WEDNESDAY, 21 May 2025 – THE INDUSTRY'S PERSPECTIVE

- 10:15** **2<sup>nd</sup> Day Intro** with Jan Oršič and Gorazd Čad
- 10:30** **Ljubljana Talks 6:** TBA
- 11:00** **Ljubljana Talks 7:** Robin Mack
- 11:30** **Ljubljana Talks 8:** Rob Hosking
- 12:00** Break
- 13:00** **Conventa Trend Bar**  
No beating about the bush – No Buzzwords, Just Business
- 15:00** **Ljubljana Talks 9:** Kim Arazi
- 15:30** **Ljubljana Talks 10:** Kristina Hentschel
- 16:00** **Ljubljana Talks 11:** Ciara Gallagher
- 16:30** Break
- 17:30** **2<sup>nd</sup> Day Outro** with Jan Oršič and Gorazd Čad

## THURSDAY, 22 May 2025 – THE REGION'S PERSPECTIVE

- 10:00** **3<sup>rd</sup> Day Intro** with Jan Oršič and Gorazd Čad
- 10:30** **Ljubljana Talks 12:** Tahira Endean
- 11:00** **Ljubljana Talks 13:** TBA
- 11:30** **Ljubljana Talks 14:** TBA
- 12:00** **3<sup>rd</sup> Day Outro** with Jan Oršič, Gorazd Čad, and special guest

### WHAT LJUBLJANA TALKS MOST DEFINITELY ISN'T

- X** yet another webinar
- X** another boring stream
- X** online chatroom
- X** boring interview
- X** digital advertising

**A COMPREHENSIVE COMMUNICATION PLATFORM** where we create comprehensive stories

### WHAT LJUBLJANA TALKS MOST CERTAINLY IS

- a relaxed talk show ✓
- with interesting personalities ✓
- where we reveal good stories ✓
- and shape the future of the meetings industry ✓

## WHAT ARE YOUR BENEFITS?

Ljubljana Talks is the go-to podcast for event professionals, destination experts, and decision makers in the MICE industry, streamed live from IMEX, Frankfurt. With exclusive interviews, insightful discussions, and high-profile guests, we bring fresh perspectives on the future of events.

### ✓ Reaching the right audience

Event professionals, destination experts, and decision-makers.

### ✓ Your brand positioned in a credible and strategic context

Ljubljana Talks is a trusted source of industry insights.

### ✓ Multi-channel exposure



#### Total reach

Total reach in 6 months  
(nov. 2025 – apr. 2026)

**192,473**

unique views across all  
platforms

**31,429+**

video views on You Tube



#### Kongres Magazine YouTube Channel

**5,552**  
subscribers



#### Kongres Magazine Newsletter

**93,981**  
subscribers



#### LinkedInNetwork

**22,938**  
followers  
on Gorazd Čad's profile

## NUMBERS DONT LIE!

Check out Digital Reach Report for Ljubljana Talks at IMEX 2024.

[See the Report](#)

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