

CONVENTA
BEST EVENT
AWARD

SHOWCASE YOUR EVENT AS EUROPE'S FINEST

**Deadline for registration:
15 July 2024**



THE BEST EVENTS IN EUROPE

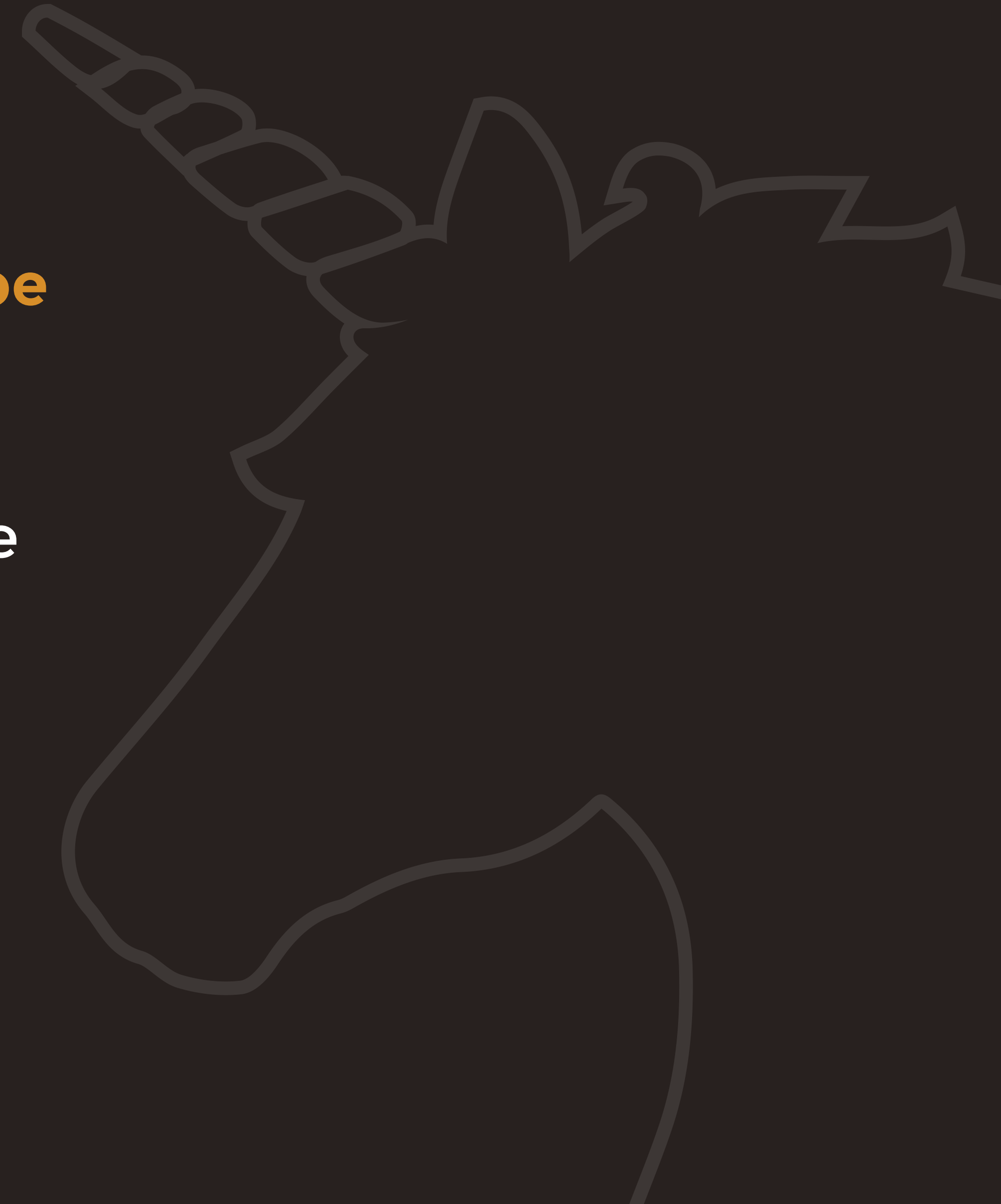
The annual award for the best events in Europe

ELIGIBLE TO REGISTER

Events that have taken place or will take place between 1 January 2023 and 15 July 2024.

Projects that competed in the competition last year are not eligible to enter.

www.crossover.si/best-event-award



JURY MEMBERS 2024



Aleksandra
Cichecka



Angeles
Moreno



Anja
Garbajs



Anja
Rebek



Boris
Kovaček



Boštjan
Prijanovič



Christian
Mutschlechner



Inese
Lukaševska



Ivo
Franschitz



Jan-Jaap
In der Maur



Jens
Mayer



Jose
Garcia Aguarod

JURY MEMBERS 2024



Kim
Myhre



Luca
Favetta



Łukasz
Klimczak



Maarten
Schram



Manuela
Šola



Meta
Pavlin Avdić



Norbert
Pýcha



Patrick
Delaney



Pigalle
Tavakkoli



Stefan
Kozak



Vesna
Vlašič



THE VISION OF THE CONVENTA BEST EVENT AWARD

Our vision is to become the most renowned European competition for the best events in experience marketing. Our archive of awarded projects represents a collection of best practice cases, quickly becoming an indispensable reference source of knowledge and inspiration.



THE MISSION OF THE CONVENTA BEST EVENT AWARD

We aspire to promote professionalism, excellence and efficiency in the European meetings industry. We award projects that contribute to the success of clients and can prove their ROI. Beyond this goal, our mission is to award events which show responsibility towards the environment, society and event attendees.



THE GOALS OF THE CONVENTA **BEST EVENT AWARD COMPETITION**

- ✓ Assembling a credible jury of representatives of event agencies and event clients
- ✓ Ensuring expert assessment of projects that leaves no room for speculation about the credibility of criteria
- ✓ Awarding the best of the best according to a consensus between the jury and audience members (80/20)
- ✓ Fostering a democratic environment for discussion between event agencies and event clients
- ✓ Raising the entire competence level of the European meetings industry
- ✓ Championing events responsible to the environment, society and attendees
- ✓ Incorporating at least 100 events into the competition annually

www.crossover.si/best-event-award

BRIEF HISTORY OF THE COMPETITION

Twelve years of awarding the best events

- 2012** - First competition for the best events in Slovenia, organised by Kongres Magazine
- 2013** - Announcing the first winners at the Conventa trade show
- 2014** - Setting the structure of the main event categories: B2B, B2C and Crossover
- 2015** - Conventa Best Event Award becomes a part of the Conventa Crossover summer festival
- 2016** - Expanding the jury internationally and moving to events in New Europe
- 2017** - Establishing an innovative evaluation model that includes audience voting
- 2018** - Implementing a three-phased evaluation model 80:20
- 2019** - Expanding the international jury to 20 members
- 2020** - First hybrid edition of the competition for the best events in Europe (August 2020)
- 2021** - The largest festival in the history of the Conventa Crossover that took place parallelly with Conventa in August
- 2022** - The Conventa Best Event Award returned to its traditional date in August
- 2023** - Record number of entries and decision to include projects across Europe

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16
years

BEA World Festival
...since 2009

13
years

Conventa Best Event Award
...since 2012

OUR COMPETITION STANDS OUT

Here are the reasons we believe so:

Reputation of the competition

You will increase your reputation among clients and the expert community, as the Conventa Best Event Award is among the oldest competitions in the regional meetings and events industry.

Presentation of all registered events

We will present all projects on Conventa Crossover's website (www.crossover.si), providing an overview of the best event agencies for clients.

Credibility of the jury

A competent international jury ensures objectiveness and independence when evaluating the projects.

Promotion of the best events

The best projects will be presented in September's issue of Kongres Magazine. The awarded projects will additionally receive promotion across social networks, e-newsletters, and press releases.

Innovative evaluation model

The evaluation of registered projects follows the unique three-phased model 80:20 (80% of the votes come from the expert jury and 20% from the audience at the Conventa Crossover festival).

Conventa Best Event Award logo

The competition's logo will provide visible promotion for registered event organisers. The clients will receive the logo, too.

KEY DEADLINES 2024

EARLY FEE REGISTRATION

REGISTRATION

SUBMISSION OF MATERIALS

ANNOUNCEMENT OF THE FINALISTS

LIVE PITCHING & FINAL VOTING

Deadline: 31 May 2024

Deadline: 15 July 2024

Deadline: 22 July 2024

4 September 2024

9 September 2024

ANNOUNCEMENT OF THE WINNERS

10 September 2024

NOVELTIES IN 2024

EUROPEAN FOCUS

From New to Old Europe

*Best events from Norway to Cyprus
and from Portugal to Ukraine*

**Europe's benchmark for
the best events in 2024**

NOVELTIES IN 2024

FINALISTS WILL BECOME PART OF THE PROGRAMME

Our expert jury will not only choose the finalists but also select the best projects for the programme of Conventa Crossover. This will be the highlight of this year's programme.

Check out the preliminary programme of the event

www.crossover.si/programme

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NOVELTIES IN 2024

CONVENTA
BEST EVENT AWARD

SPECIAL CATEGORIES

Winners of special categories will be selected by the expert jury. Categories:

- **Grand Prix** - Awarded to the event with the highest overall score from the jury
- **Audience Award** - Awarded to the event with the highest score from the audience
- **Best in Creativity** - Awarded to the event with the highest score in creativity by the jury
- **Best Event Agency** - Awarded to the event agency whose events totalled the highest overall jury score
- **Best Use of Technology** - Awarded for best use of new and innovative event technology by the jury

NEW SPECIAL CATEGORIES

- **Best Planet Positive Event** - Awarded to the event with the highest score in sustainability by the jury
- **Best in Corporate Social Responsibility** - Awarded to the best CSR/non-profit event
- **Best in Community Building and Engagement** - Awarded to a culturally significant event that brought together/created a community



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NOVELTIES IN 2024

SUB-CATEGORIES

Winners in sub-categories will only be selected if more than three projects will compete in that sub-category. The decision regarding sub-categories will be made after the selection of the finalists.



NOVELTIES IN 2024

NEW CATEGORY FOR ORGANISING EVENTS SUSTAINABLY

Best Planet Positive Event

Awarded to the event with the highest score
in sustainability by the jury



The award for the most sustainable event
will be awarded based on Planet Positive
Event's sustainability rating.



HOW TO APPLY FOR THE COMPETITION

Deadline 21 July 2024

TEXT DESCRIPTIONS

Up to 1000 words for each segment

1. Event description and key objectives
2. Key challenges
3. Creativity
4. Innovation
5. Execution
6. Measurable results
7. Communication
8. The use of sustainable practices

Materials submission form:

[dodati LINK](#)

VIDEO - trailer

Max. 20 seconds, in mp4 format

In case you are the winner, we will play a 20-second trailer of your project before you come on stage to receive the trophy. This can be a shorter version of the main video or a new video.

HOW TO APPLY FOR THE COMPETITION

Deadline 21 July 2024

VIDEO - main project presentation

Max. 2 minutes, max. 200MB in mp4 format and as a YouTube link

We recommend recording a voice-over that will play over the video in order to make the content clear to the jury. Please add subtitles if the speaking voice is not in English or the voice is not clear. Using copyrighted music is not allowed. We recommend structuring the video as follows:

1. THE OBJECTIVE - start with the why
2. THE CHALLENGE - what did you try to do?
3. THE SOLUTION - how did you do it?
4. THE RESULTS - what was the impact on the world?

PHOTOS

Up to 10 photos in jpg format (min. 1024x683px)

Photos tell more than a thousand words. Be creative and take us behind the scenes of the event as well.

Materials submission form:

[dodati LINK](#)

HOW TO APPLY FOR THE COMPETITION

Deadline 21 July 2024

THE SELECTION OF MAIN CATEGORIES

B2B EVENTS/Corporate

Corporate events, intended for business clients, most commonly of a closed format

B2C EVENTS/Consumer

Events intended for the general public

B2E EVENTS/Employee

Internal events intended for employees of a company or organisation

CROSSOVER EVENTS

Open to events demonstrating an original, bold or innovative idea

HOW TO APPLY FOR THE COMPETITION

Deadline 21 July 2024

THE SELECTION OF **SUB-CATEGORIES**

Conference, Congress, Convention

Trade Show/Exhibition

Product or Service Launch

Ceremony

Press Event

Festival

Sports Event

Cultural/Music Event

Roadshow

Internal Training/Education Event

Teambuilding Event

Internal Celebration

Pop-Up Event

Brand Activation

CSR/Non-profit Event

Guerilla Marketing Event

WHAT MAKES OUR COMPETITION STAND OUT FROM THE CROWD

Our competition aims to measure the satisfaction of event participants. This human-centred approach is the core of our methodology and our competitive advantage.

The jury also evaluates:

- The approach of the organiser towards the attendees
- The satisfaction of event participants
- Measurable quality demonstrated through surveys among the participants
- Social responsibility of the event
- Transparency of event communication

SELECTION OF FINALISTS BY THE JURY

The threshold for becoming a finalist is **6.01.**

The jury consists of 20 participating members with equal votes in evaluating the submitted entries. Every jury member makes their decision individually based on their expert knowledge, reputation and authority. Each member also has the right to raise objections and questions, as well as an obligation to explain the marks when evaluating entries.

The finalists are selected based on the final score achieved in the evaluation. The jury reserves the right to reject applications in the evaluation phase if the events have malicious intent, cause harm to society or promote unethical behaviour.

EVALUATION CRITERIA

The final score is based on 9 evaluation criteria:

Creativity

Evaluating creativity comprises the assessment of the approach based on the target group and originality/uniqueness of the concept of the event itself - does it open new horizons in the organisation of events?

Innovation

Measuring innovativeness comprises evaluation of the event organisation, content, programme design and technical support. Innovations that are new in the region are taken into account.

Relevance

How relevant is the event for the target group, and what is the achievement of the target group and its involvement in the event?

Execution

The execution of the event evaluates the perspectives of project management, management of personnel, and partner relations with the client and logistical execution.

Results of the event

The results are evaluated in relation to the established targets of the project and the invested funds. In addition, the evaluation comprises the assessment of added value (Return on Investment - ROI).



EVALUATION CRITERIA

The final score is based on 9 evaluation criteria:

Event communication

What did the event contribute to the long-term communication and marketing strategy of the client and the event organisers?

Legacy

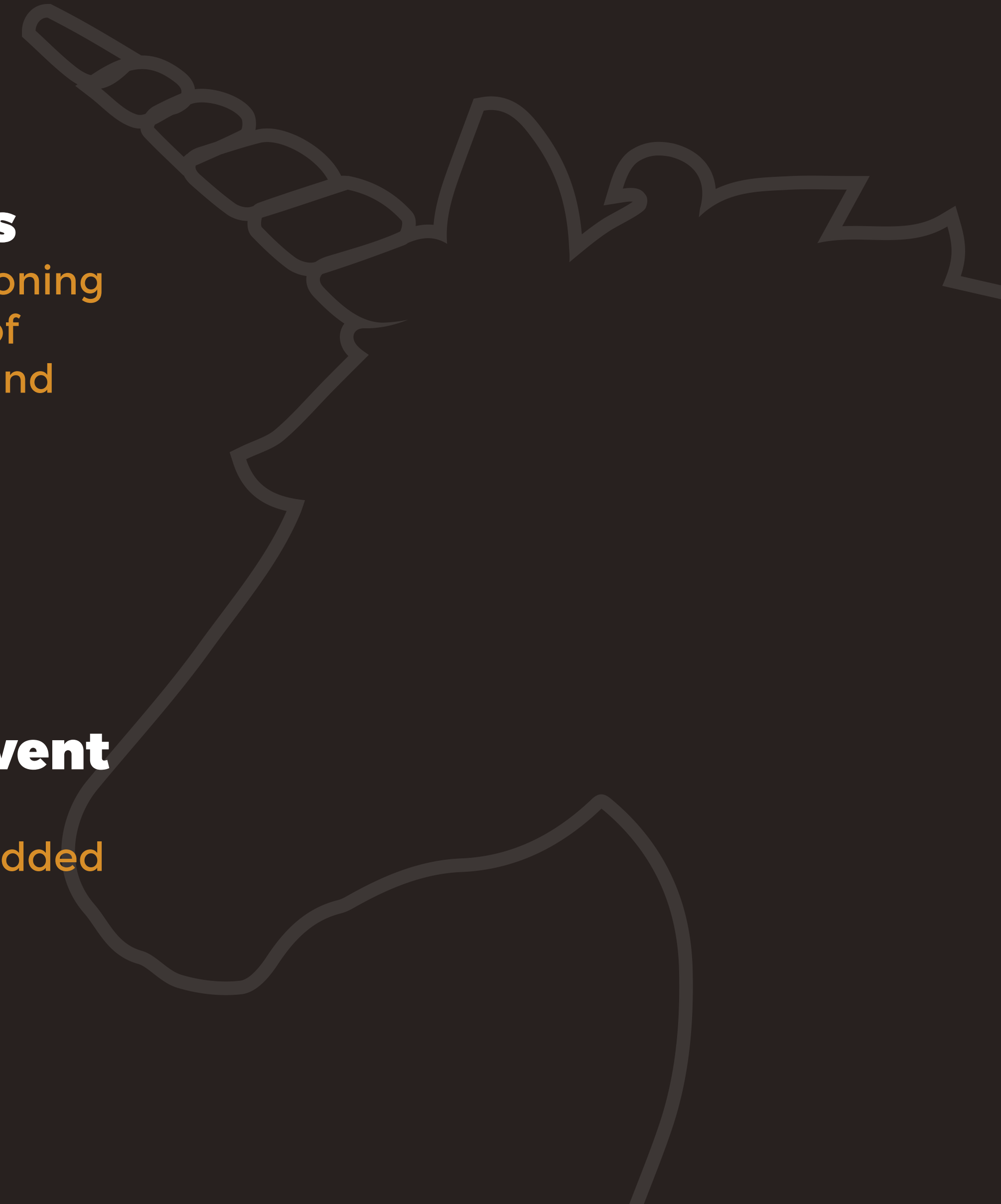
Evaluation of the long-term effects and benefits of all project phases and measurement of its broader social influence.

Sustainable policies

Communication and positioning of the values and identity of sustainable management and actual implementation of measures at the event.

The overall final impression of the event

The overall impression: originality, creativity, and added value.



THE FINAL EVALUATION FORMAT

The evaluation of registered events follows a unique **80:20 model**. The winner is selected based on an average score calculated after the live pitching and voting have ended. 80% of the votes come from the jury and 20% from the audience, who vote for their favourite project based on live presentations from the finalists.

This method has proven to be the most effective, objective, and engaging way to select the best of the best.

LIVE PITCHING

Each finalist will have 3 minutes to present their event to jury members and the public audience. To promote creativity and give the finalists freedom to express their ideas, the 3 minutes can be used in one of the three ways listed below:

- Play a 2-minute video and talk for 1 minute
- Talk for 3 minutes (you can also talk over the video while it's playing)
- Dance, sing, draw, or do anything you desire, but it has to be within 3 minutes

After the 3-minute pitch, each jury member has the right to pose questions to the presenter. The presenter will have an additional 7 minutes to answer.

The live pitching will take place on
9 September 2024 from 10:00 to 15:30 (Center Rog, Ljubljana)

The exact time slot will be communicated by the organisers and will be based on the category of your event.

AUDIENCE VOTING

At the end of the first day of the competition, the audience will partake in live voting. Those following the competition via our platform Laia will also have the chance to vote.

We will send detailed instructions about the voting process and guidelines for using the Laia conference platform.

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MODERATOR OF THE EVENT 2024



Juraj HOLUB
Masters in Moderation

www.crossover.si/best-event-award

**CONVENTA
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ATTENDING

CONVENTA CROSSOVER

Tuesday, 10 September, between 09:00 and 17:30

All event attendees are invited to join the rich programme of the Conventa Crossover festival on:

Tuesday, September 10, 2024, in Center Rog.

You can learn more about the programme at

www.crossover.si

CONVENTA
BEST EVENT AWARD

AWARD CEREMONY ON THE GREEN CARPET

Tuesday, 10 September 2024, at 19:30

This year's award ceremony will take place at the most prestigious location in **Ljubljana - Ljubljana Castle.**

We will send details regarding the dress code and event protocol promptly.



THE UNICORN TROPHY

Winners in every category will receive the iconic unicorn trophy made from locally sourced wood. They will also receive the "Conventa Best Event Award **WINNER**" logo.



ZERO BULLSHIT PHILOSOPHY



Honest, authentic, and simple project descriptions are the most convincing. Do not use misleading or unnecessary words. The jury will quickly uncover marketing cliches. Keep in mind that jury members are experts in the industry. That is why you should write your project materials in a riveting way.

TIME FOR YOUR QUESTIONS

Everything you wanted to know about **CONVENTA BEST EVENT AWARD** but did not dare to ask.

You will find many answers to your questions in **THE WINNERS HANDBOOK** (barcode).

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PARTNERS

PARTNERS



OFFICIAL AIR CARRIER



MEDIA PARTNER



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