

CONVENTA BEST EVENT AWARD



Press Release
For Immediate Release
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THE BEST EUROPEAN AND SLOVENIAN EVENTS ANNOUNCED AT CONVENTA CROSSOVER

The winners of the Conventa Best Event Award competition were unveiled at an award ceremony at Ljubljana Castle

As the curtains fell on the Conventa Best Event Award award ceremony 2024, Europe's leading event agencies celebrated winning the coveted unicorn awards at the Ljubljana Castle. This year, the prized Grand Prix went to the hands of the Slovakian agency Leopard Productions for their innovative event "Zlatý Klinec 2023". The REDical Park: Volume 2 project, co-created by Drom and Bold event agencies, won the award for Best Slovenian Event. An eminent 23-member international jury, helmed by Jury President Ivo J. Franschitz, selected the finalists and winners of the competition.

Here are the winners of CBEA 2024 according to individual categories:



GRAND PRIX WINNER 2024

**Zlatý Klinec 2023,
Leopard Production,
Slovakia**

WINNERS IN MAIN CATEGORIES

BEST B2B EVENT 2024

3rd Higher Cloud Level, Live Age, Poland

2nd KIA EV9 Launch, PLEJ Agency, Poland

1st Zlatý Klinec 2023, Leopard Production, Slovakia

Winner 2024

BEST B2C EVENT 2024

3rd Luka 2 Bled, Bled Tourist Board, Slovenia

2nd REDical Park: Volume 2, Folk Fusion, DROM agency and BOLD projects, Slovenia

1st Let Hyundai Power Your World Tour 2023, Jack Morton, Germany

Winner 2024

BEST B2E EVENT 2024

- 3rd** Vitanest 25th anniversary, Vitanest, Slovenia
- 2nd** A Celebration of Creation: MASTERVERSE Belgrade 2023 powered by Revlon Professional®, DMC Vekol, Serbia
- 1st** Delloitte – All Aboard for the christmas spirit, Desafio Global, Portugal

Winner 2024

BEST CROSSOVER EVENT 2024

- 3rd** Stay Together. Don't be indifferent, El Padre, Poland
- 2nd** Sneakpeek by Sneakerness, Lounge Group, Hungary
- 1st** ESET Experience, Creative Pro a.s., Slovakia

Winner 2024

AUDIENCE AWARD 2024

- 3rd** Out of the blue, AIM Group International, Italy
- 2nd** Zlatý Klinec 2023, LEOPARD PRODUCTION, Slovakia
- 1st** Jagermeister x LOKOMOTIVA, Maister the LOK 3.0, Alert, Croatia

Winner 2024

BEST SLOVENIAN EVENT

- 3rd** Micromobility Junction, Promotiva, d.o.o. & Zavarovalnica Triglav, Slovenia
- 2nd** Truly Unique Launch, Glasilka, Individa, Agencija 101, Slovenia
- 1st** REDical Park: Volume 2, Folk Fusion, DROM agency and BOLD projects, Slovenia

Winner 2024

SPECIAL AWARDS WINNERS

SPECIAL AWARDS - BEST IN CREATIVITY

- 3rd** Heim Pál Children's Hospital – drone show, Visual Europe group, Hungary
- 2nd** KIA EV9 Launch, PLEJ Agency, Poland
- 1st** Zlatý Klinec 2023, Leopard Production, Slovakia

Winner 2024

SPECIAL AWARDS – BEST CSR PROJECT

- 3rd** Out of the blue, AIM Group International, Italy
- 2nd** Stay Together. Don't be indifferent, El Padre, Poland
- 1st** Micromobility Junction, Promotiva, d.o.o. & Zavarovalnica Triglav, Slovenia

Winner 2024

SPECIAL AWARDS - BEST USE OF TECHNOLOGY

- 3rd** World Athletics Championships – Budapest 2023, Lounge Group – Visual Europe Group, Hungary
- 2nd** The visit of His Holiness Pope Francis to Hungary, Lounge Group – Visual Europe Group, Hungary
- 1st** Jövőálló Akadémia – Jövőálló.Kampusz, Universum 8, Hungary

Winner 2024

SPECIAL AWARDS - BEST IN COMMUNITY BUILDING

Out of the blue, AIM Group International, Italy

SPECIAL AWARDS - BEST EVENT AGENCY

Lounge Group – Visual Europe

WINNERS IN SUBCATEGORIES

BEST CONFERENCE, CONGRES, CONVENTION

ESET Experience, CREATIVE PRO a.s., Slovakia

BEST PRODUCT OR SERVICE LAUNCH

Let Hyundai Power Your World Tour 2023, Jack Morton, Germany

BEST CEREMONY

The visit of His Holiness Pope Francis to Hungary, Lounge Group – Visual Europe Group, Hungary

BEST INTERNAL TRAINING/EDUCATION EVENT

A Celebration of Creation: MASTERVERSE Belgrade 2023 powered by Revlon Professional®, DMC Vekol, Serbia

BEST INTERNAL CELEBRATION

Delloitte – All Aboard for the christmas spirit, Desafio Global, Portugal

BEST POP-UP EVENT

Sneakpeek by Sneakerness, Lounge Group, Hungary

BEST BRAND ACTIVATION

Jagermeister x LOKOMOTIVA, Maister the LOK 3.0, Alert, Croatia

BEST NON-PROFIT EVENT

KLANGLICHT, Bühnen Graz, Austria

The European meetings industry will once more converge in Ljubljana between 8 and 9 September 2025 for the 10th anniversary of the festival. Conventa Best Event Award has been taking place without interruption since 2012. The competition, honouring event excellence, will recognise creativity in the meetings industry for the fourteenth time.

Conventa Crossover is organised by **Toleranca marketing** event agency and **Conventa trade show** in partnership with **Ljubljana Tourism**, the **Slovenian Tourist Board** and the **Slovenian Convention Bureau**.

MEDIA MATERIALS:

- Final event programme (<https://www.crossover.si/programme/>)
- Conventa Crossover photo gallery (<https://drive.google.com/drive/folders/1cuxdMTCMoSunX-FUH-gyoZ5g4wxAcFjJ?usp=sharing>)
- Video Crossover 2023 (<https://www.youtube.com/watch?v=OML30K4YtJY>)
- Video Crossover 2022 (<https://www.youtube.com/watch?v=vwqVTwckYLU>)

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