



Conventa 2025: Sustainable Transformation of the Meetings Industry

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Conventa 2025 - one of the most important events of the meetings industry in New Europe - took place on 18-20 February 2025 in Ljubljana. This prestigious event brings together event, congress and incentive tourism organizers, providing an excellent opportunity to establish new business contacts and share best practices in event organization. This year, the organizers have prepared a unique program, with a special emphasis on sustainable development and ecological responsibility.

During the event, Kraków Convention Bureau had the honor of representing the city, establishing 33 individual meetings, during which the best of Kraków as a meeting destination was presented. In addition, numerous networking talks were organized, which further confirmed the huge potential of Kraków in the international MICE arena. Thanks to these interactions, Kraków gained new, valuable contacts, which will have a positive impact on the future of meetings in our city.

Sustainable transformation of the industry

One of the key elements of Conventa 2025 was the sustainable transformation of the meetings industry. The event was the first global event to prepare a sustainability report in line with **the CSRD directive**. The organizers once again confirmed their commitment to responsible event organization, introducing innovative ecological solutions. Conventa 2025 was also an example of the best use of tools related to measuring the environmental impact - thanks to the cooperation with [Planet Positive Event](#), the organizers were able to precisely measure the carbon footprint of the event and assess its impact on the environment.

As part of the sustainable approach, participants had the opportunity to familiarize themselves with initiatives such as **Conventa Green Zone**, where innovative companies could present their projects for free, or **Waste(d) Goldmine** - a unique trip aimed at educating on reducing the amount of waste generated by events. In addition, the event also included a **Green Info Point**, where a team of "green guides" educated participants on responsible organizational practices and presented tools enabling the organization of more ecological events.

Conventa Awards - Recognition for Industry Leaders

During Conventa 2025, prestigious awards were presented to honor individuals and organizations that have made a special contribution to the development of the meetings industry and to promoting the idea of sustainable development. During the ceremonial ceremony, which took place on February 19, 2025, three distinguished individuals were recognized:

The Conventa Hall of Fame Award went to **Marko Guček, the Managing Director of GoOpti**. GoOpti has been cooperating with Conventa since the very beginning of the event and is one of the key partners supporting the organization of the event. Guček received the award for long-term cooperation and contribution to the development of transport for international events.



The Conventa Ambassador Award was awarded to **Ildiko Lippai**, the Head of Strategic Development at **the Budapest Convention Bureau**. Ildiko Lippai was recognized for her passion for building bridges between Hungary, Slovenia and Conventa. Her commitment to the development of the meetings industry in the region and her role in international cooperation deserve special recognition.

The Conventa Lifetime Achievement Award went to **Srečo Peterlič**, the founder of congress tourism in Slovenia. Srečo Peterlič is considered the father of Slovenian conference tourism, and his contribution to the development of the industry in this country is invaluable. Thanks to his work, world-class teams were created and Slovenia gained the status of a recognized destination for international meetings.

During the Meetings Star Awards Ceremony, which took place on February 19, 2025, the best meeting destinations, conference centers, and influential leaders in the meetings industry were recognized. **Krakow won the honorable 3rd place in the "Best Congress Centers" category for ICE Krakow Congress Center**, which confirms the high quality of services offered by the city as a meeting and congress destination. Additionally, **Krakow took 3rd place in the L-destination city category**, and also came **9th in the "Best Destinations of New Europe" category**, it is worth noting that **1st place in this category was won by Warsaw**.

Innovative activities and cooperation with destinations

Conventa 2025 was also the place where numerous fam trips took place - educational journeys that allow participants to better understand the offered destinations. **Fredi Fontanot**, the Director of the Slovenian Convention Bureau, which co-creates Conventa, emphasized that organizing fam trips is one of the most effective marketing methods that allow you to present destinations on the international market. Since 2009, 119 such trips have been organized, and this year their number will increase by six.

Conventa Summary and Future

Conventa 2025 successfully combined the latest trends in event organization with a focus on sustainability, promoting ecological and social responsibility. The event organizers, including **Gorazd Čad**, co-founder of Conventa, emphasized the importance of caring for the environment, pointing out the need to implement sustainable practices in the meetings industry. According to him, Conventa aims to create a movement for responsible event organization that takes into account the impact on the environment and the well-being of the community.

We are looking forward to the next edition of Conventa, which will take place in 2026 in Ljubljana, hoping that it will be even more innovative and sustainable.

Conventa is organized by the Slovenian Congress Office and Toleranca Marketing in cooperation with Ljubljana Tourism, the Slovenian Tourism Agency and 20 strategic partners