



Slovenian
Convention
Bureau

I FEEL
SLOVENIA

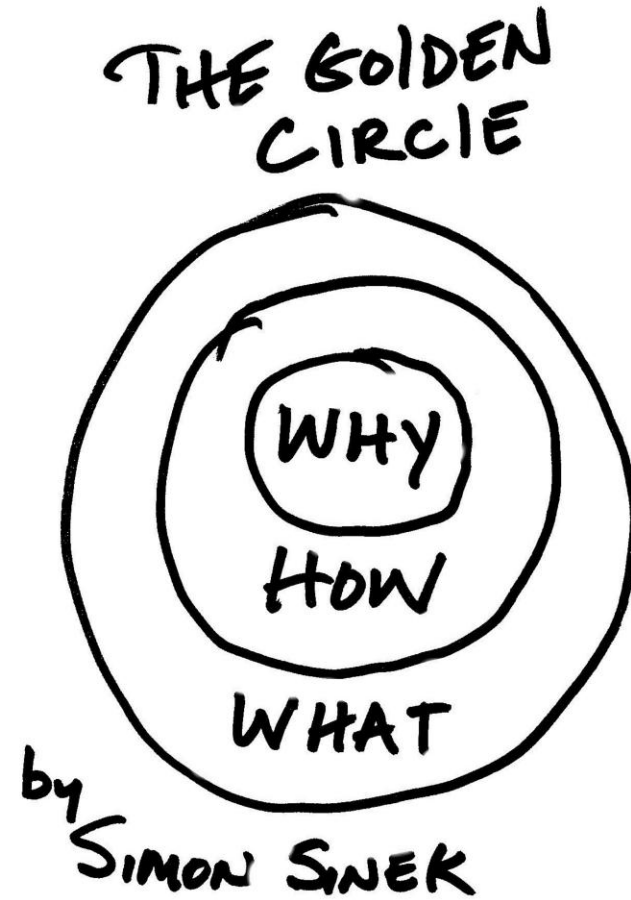
Slovenian Convention Bureau

Strategy 2025 - 2030

PHASE 2 | Focus Group

HOW Workshop | 27 May 2025

PHASE Two | The Future.



PHASE 1: INSPIRATION & BENCHMARKING



**“People buy
products,
not television
commercials”**

***David Ogilvy,
The Original Mad Man***

**“People don’t
buy what you do,
they buy why
you do it.”**

***Simon Sinek,
Start with Why***

(R)EVOLUTION OF THE SLOVENIAN MEETINGS INDUSTRY

THE FIRST FIVE-YEAR PERIOD (2005–2010)



SLOVENIAN ENERGY

Team Flexibility
24h Smile
Personal Touch
Natural Charm

CONVENTA

Explore
Meet
Create

10TH NEW EUROPE EXHIBITION FOR MEETINGS,
EVENTS & INCENTIVE TRAVEL

Explore the emerging destinations
of Europe over a cup of coffee



24-25 JANUARY 2018, Ljubljana, Slovenia

**THE BOUTIQUE MEETINGS MARKET IS BACK
AND THIS TIME IT'S PERSONAL**

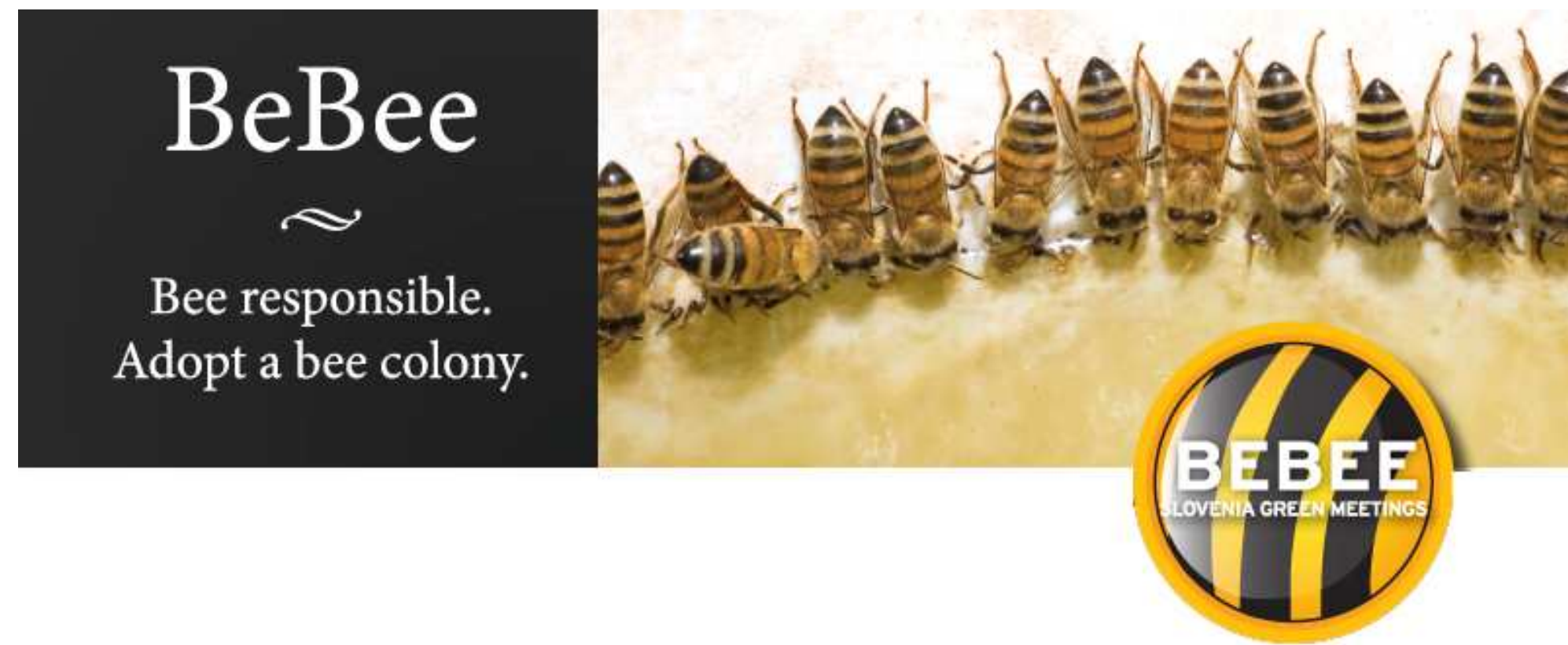
Once you've seen what CONVENTA
can do for you in two days
you'll never want anything else.


CONVENTA
10 years. Explore. Meet. Create.

www.conventa.info

(R)EVOLUTION OF THE SLOVENIAN MEETINGS INDUSTRY

THE SECOND FIVE-YEAR PERIOD (2011–2015)



BEBEE - ADOPT A BEE COLONY

First regenerative campaign in the global meetings industry



IMEX CHALLENGE 2012

International CSR project in CUDV Draga

(R)EVOLUTION OF THE SLOVENIAN MEETINGS INDUSTRY

THE THIRD FIVE-YEAR PERIOD (2016–2020)

NEW VALUE PROPOSITION

BRAND PILLARS



Foundation
SLOVENIAN ENERGY

NEW PRESENTATION TO BUYERS GLOBALLY



FOOD - authentic outdoor, homegrown

SUSTAINABILITY – all about the green

UNDISCOVERED – hidden gem

DIVERSITY

PEOPLE

VALUE FOR MONEY

SAFETY

(R)EVOLUTION OF THE SLOVENIAN MEETINGS INDUSTRY

THE FOURTH FIVE-YEAR PERIOD (2021–2025)



**“SAFE AND HEALTHY
MEETINGS AND EVENTS”
STANDARD**

**Additional measures to ensure
the health and safety of event
attendees.**

**I FEEL SLOVENIA – MY WAY
OF MEETINGS**



**SLOVENIA IS IN THE AIR
Until we meet again in the
Slovenian vineyards**

VISUAL ELEMENTS OF COMMUNICATION OF KUS AND STO

STO
SLOVENSKA
TURISTIČNA
ORGANIZACIJA

**I FEEL
SLOVENIA**



Zavod
Kongresnoturistični
urad



COMMUNICATION CAMPAIGNS THAT ALWAYS INSPIRE ME

**Due to the innovativeness and/or
effectiveness ...**



Slovenian
Convention
Bureau

**I FEEL
SLOVENIA**

FLUENCY

Consistency and lightness of communication

How it works:

Fluency=Simplicity!

Content marketing plays an important role, as well as keeping the message consistent.

MEETING
DESTINATION
VIENNA

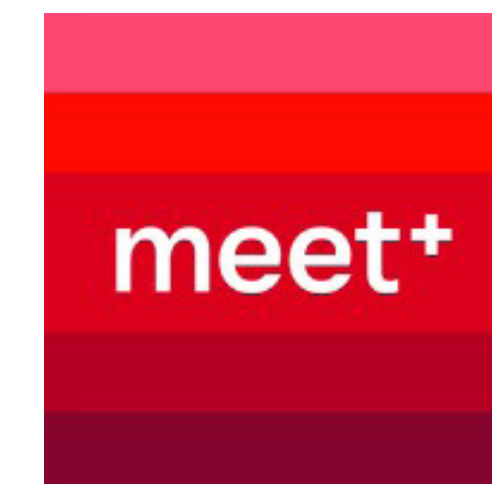
Campaign 1: Vienna Convention Bureau

ANCHORING

References are of great importance

How it works:

The anchoring effect in marketing applies mainly to numbers and prices. The most popular anchor is the “99” ending on the price. In this case, anchoring is about luxury perception and Swiss values.



Campaign 2: Switzerland Convention & Incentive Bureau

ALTERCASTING

My Alter Ego

How it works:

Cast people in the roles you want them to play. Creating the alter ego of the Dutch meetings industry embodies this theory.



Campaign 3: Mr. Holland

DISRUPTION

A game with unexpected elements

How it works:

Challenge the status quo or go out of your comfort zone. Turning all the marketing rules upside down, shaking things up.



Campaign 3: Meetovation

TRUSTWORTHINESS

A trustworthy face is worth a thousand words

How it works:

In our case, we simply named the concept “happy faces”. The visual part of a campaign is important, and creative directors are masters of using this concept.



Matthias Schultze
as the face of Germany

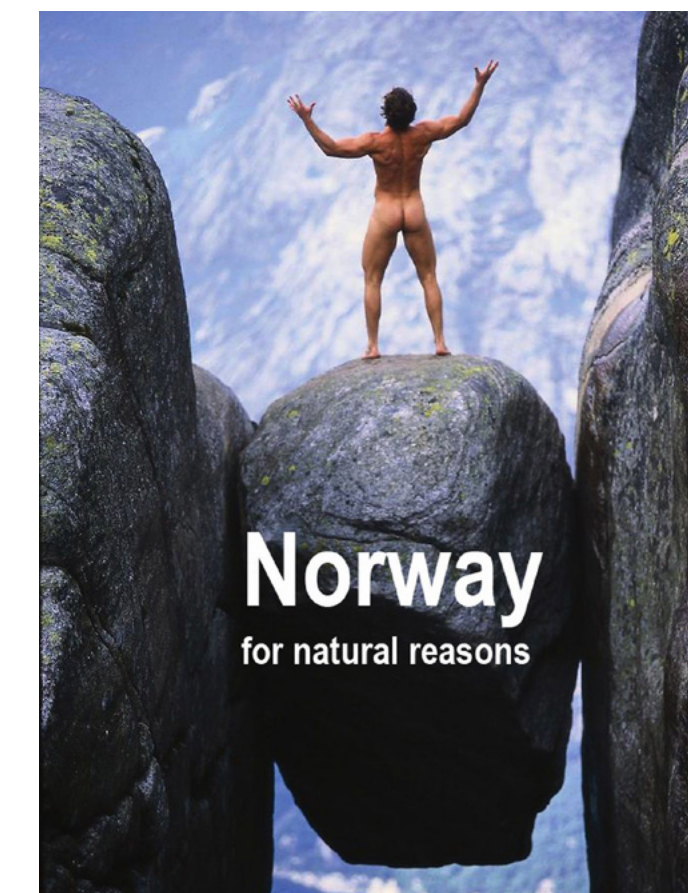
Campaign 5: German Convention Bureau

SEX

Does sex sell?

How it works:

Sex increases sales, and we are faced with it everywhere. As soon as we slip into the field of sexism, we are in murky waters. Using it is anything but simple and often ethically disputable.



Campaign 6: Norway
Convention Bureau

Meet.
Connect.
Accelerate.

IMEX CASE 1: Meet. Connect. Accelerate.

luxembourg-convention-bureau.lu

visit Portugal

**THIS
IS ART**

IMEX CASE 2: This is art

PortugalisArt

I Wish I
Was in
Finland

IMEX CASE 3: I wish I was on Finland

NORWAY
POWERED BY NATURE

www.visitnorway.com/norvegiadelnord

PLAN AND BOOK
VISITNORWAY.COM

IMEX CASE 4: Norway



IMEX CASE 5: Live Weel, Meet Well.



IMEX CASE 6: Closed for maintenance



IMEX CASE 7: Sometimes you dont know what you need until you FEEL IT



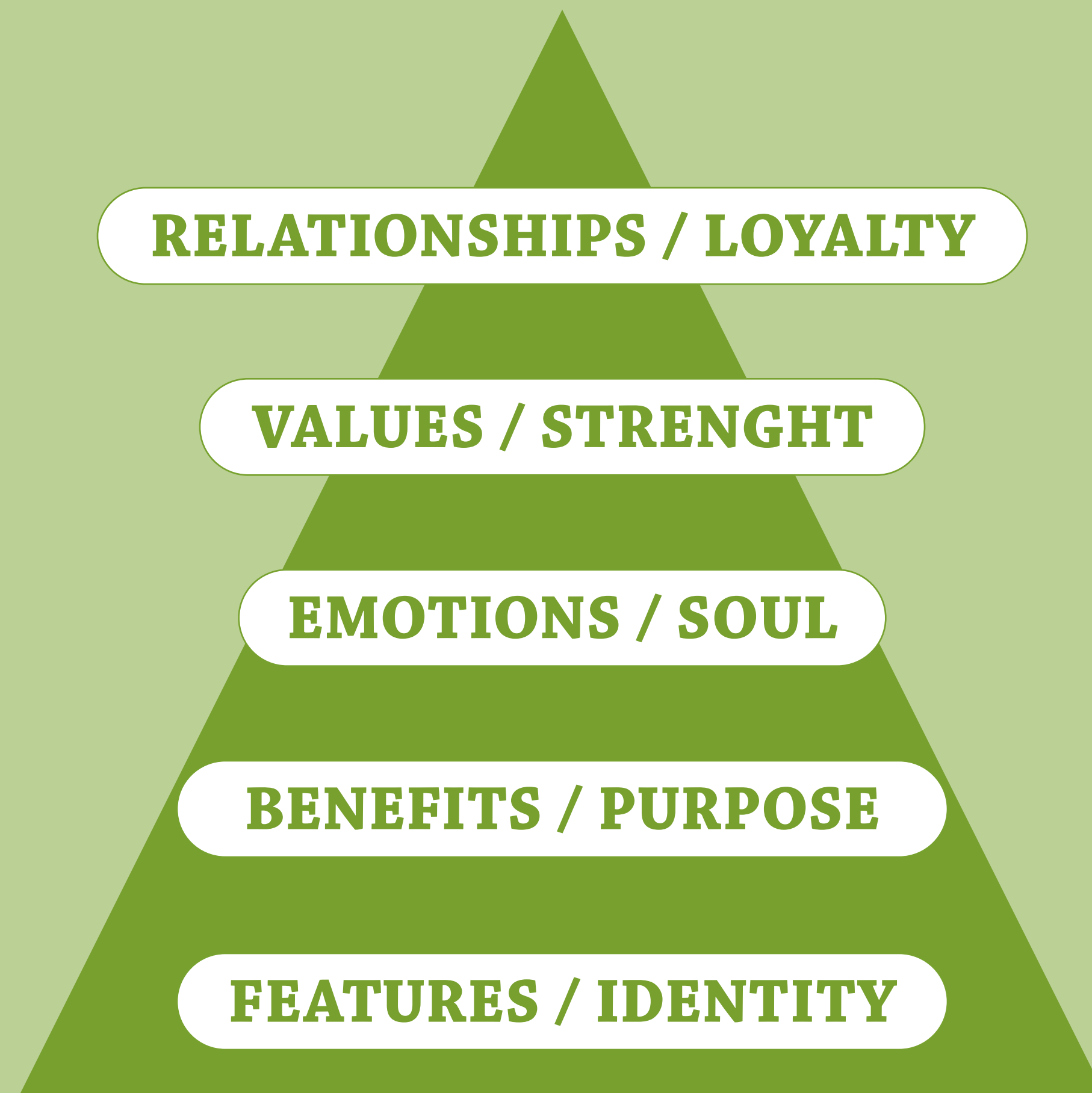
IMEX CASE 8: Emotions are Georgia

TODAY WE ARE LOOKING FOR AN ANSWER TO THE QUESTION HOW?

**Above all, we want to know HOW TO
BUILD A STRONG BRAND FOR SLOVENIA.**

EXPERIENTIAL BRAND

An experiential brand evokes emotions and builds meaningful connections. The stronger the emotional bond it creates, the greater its chances of success.



Note:

We are in a workshop today, and your comments and contributions are welcome.

Keep in mind:

Once something is written into the strategy, it won't be easy to change later.

GROUP 1: TYPICAL BUYERS OF SLOVENIA



Mr Giovanni RELATORE

Nationality: Italian

Head Office: Brussels

Project: Congress of the European Academy of
Neurology (EAN)

No. of Participants: 1,900

Date: September 2026



Ms Olga PROFESOR

Nationality: Slovenian

Head Office: Ljubljana

Project: Regional scientific conference of
psychiatrists

No. of Participants: 200

Date: May 2026

GROUP 2: TYPICAL BUYERS OF SLOVENIA



Ms Marieke TIRES

Nationality: Dutch

Head Office: The Hague

Project: European premiere of an innovative all-season tyre

No. of Participants: 10 groups of 50 participants

Date: March 2026



Mr Jimmy PAOCHE

Nationality: Chinese

Head Office: Hangzhou

Project: World premiere of a global electric vehicle

No. of Participants: 20 groups of 40 participants, plus 600 delegates at the dealers' conference

Date: April 2027

GROUP 3: TYPICAL BUYERS OF SLOVENIA



Ms Helga FORTHSCHIRTT

Nationality: German

Head Office: Munich

Project: Annual meeting of a leading global IT
technology company

No. of Participants: 900 guests + 120 journalists

Date: February 2027



Ms Olivia BOND

Nationality: British

Head Office: London

Project: B2B trade fair for the aviation industry

No. of Participants: 1,500

Date: January 2027

GROUP 4: TYPICAL BUYERS OF SLOVENIA



Mr John INSPIRATION

Nationality: American

Head Office: St. Louis

Project: Incentive trip for top employees of one of the world's leading IT corporations

No. of Participants: 290

Date: October 2026



Ms Sonja FIRMA

Nationality: Slovenian

Head Office: Ljubljana

Project: Team-building programme for an IT company

No. of Participants: 250

Date: June 2026

GROUP 5: TYPICAL BUYERS OF SLOVENIA



Mr Luc De FEU

Nationality: Belgian

Head Office: Antwerp

Project: European Festival of Creative Industries

No. of Participants: 15,000

Date: February 2027 (10 days)



Mr. Peter MINISTER

Nationality: Slovenia

Location: Ljubljana

Project: National Health Conference

Number of Participants: 300

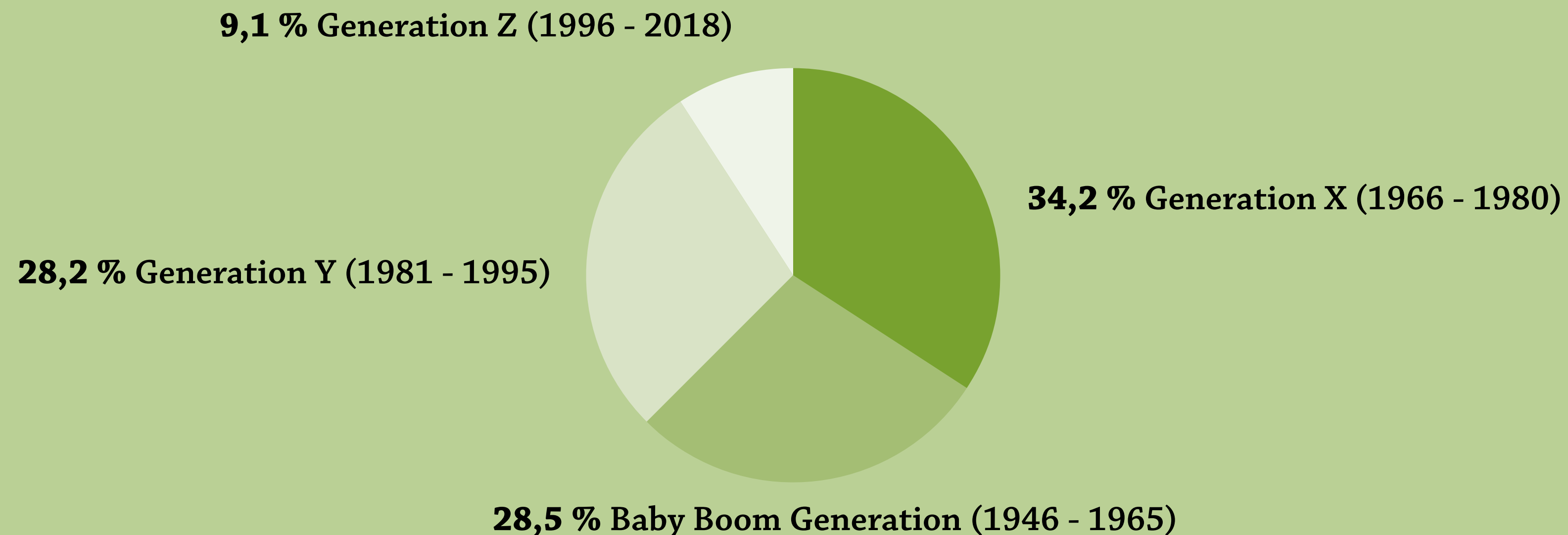
Date: March 2026

ZEITGEIST MOMENTS:

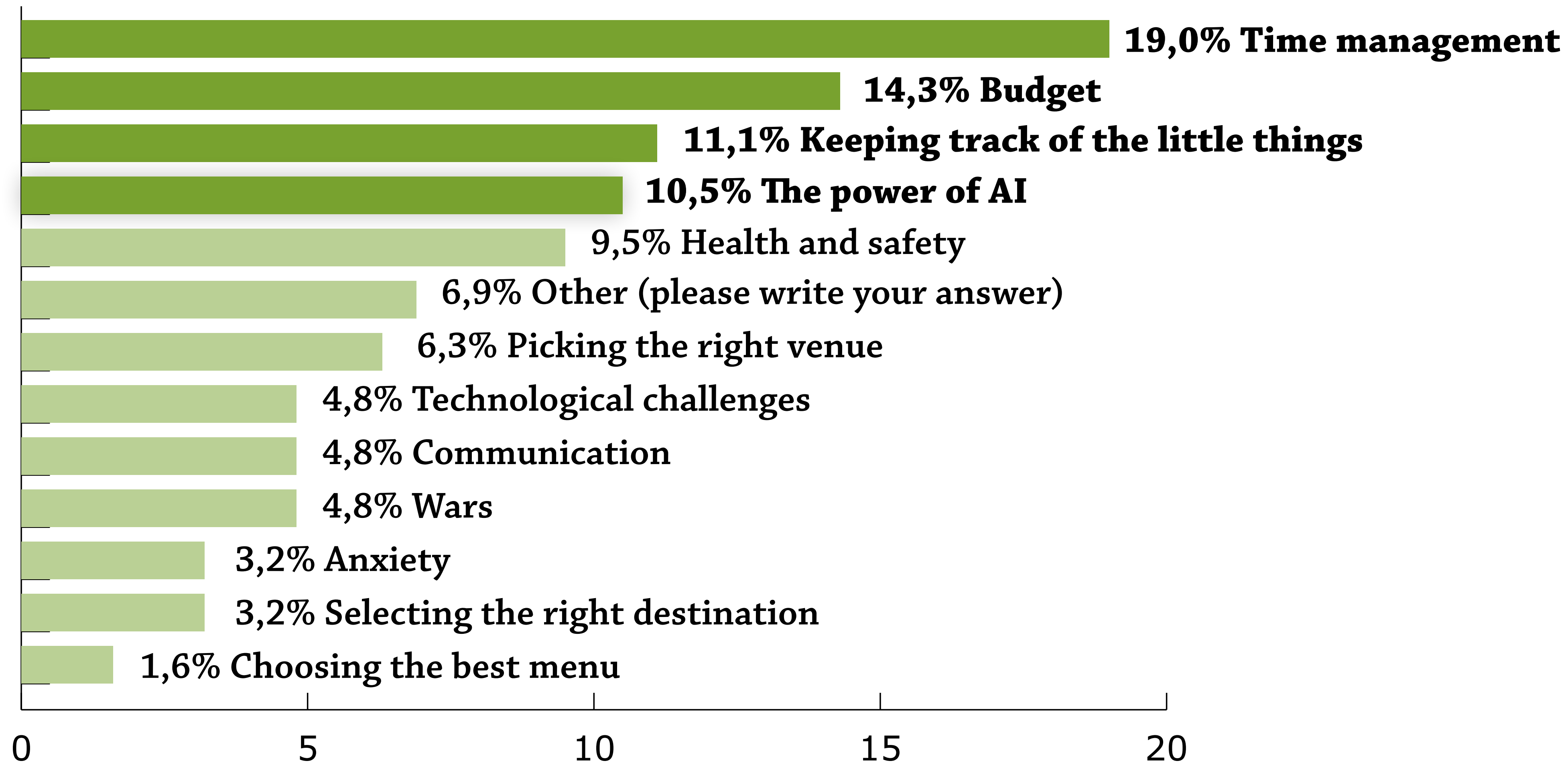
EXCLUSIVE RESULTS OF THE KONGRES BAROMETER 2025

Throughout the day, we will also present some interesting preliminary results of our ongoing research.

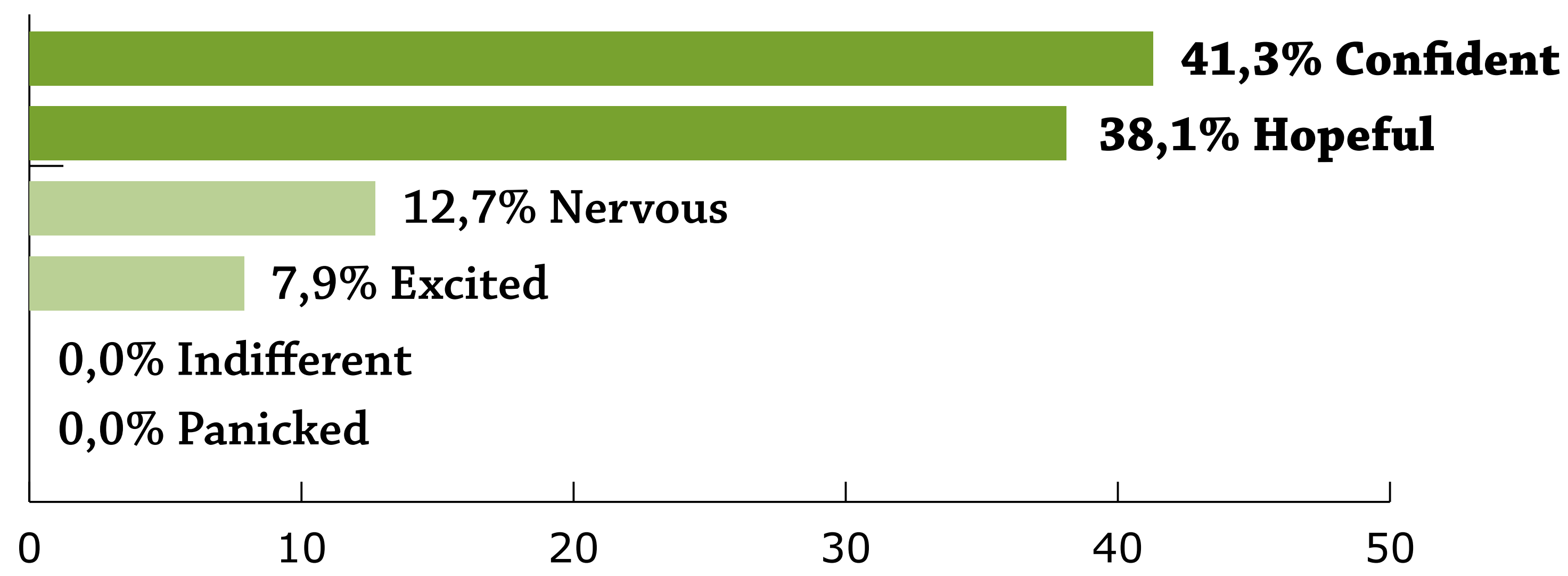
n=163 (we expect more than 300 answers)



ZEITGEIST MOMENT 1: What keeps you up at night as a meeting planner?



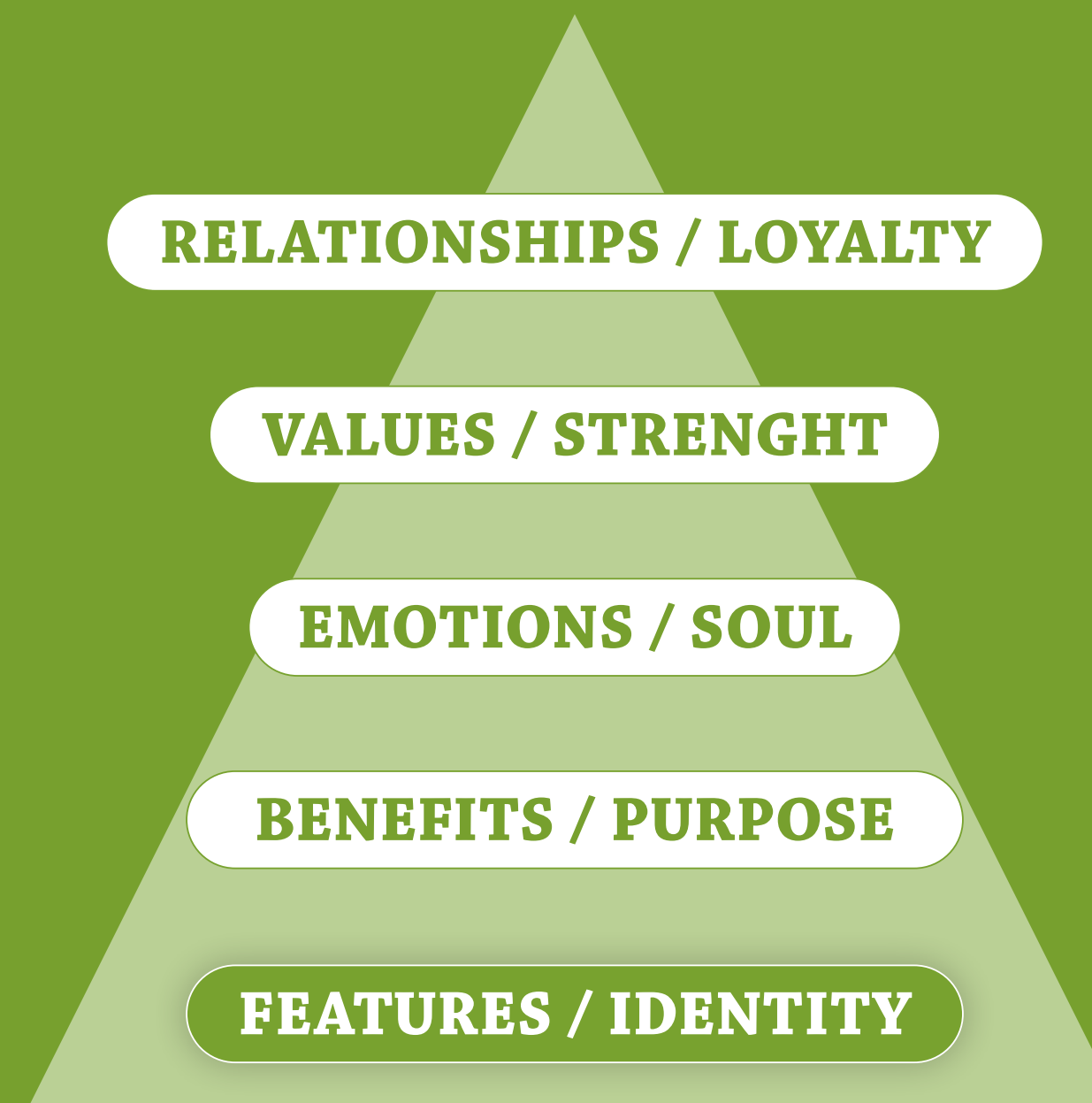
■ ZEITGEIST MOMENT 2: Which adjective best describes how you feel about your chances of achieving marketing objectives in 2025?



GROUP WORK 1

IKIGAI

Planning With Purpose — Slovenia as Your Why



SUMMARY OF KEY ELEMENTS

for a future-facing destination Slovenia

from workshop 1

- **Identity/Brand**
- **Legacy**
- **Destination Brain**
- **Policy Framework**
- **Local Community Engagement**
- **Sharing Quality of Life**
- **Trusted Business Environment**
- **One Country – Many Destinations**

Plus additional group proposals:

- **Vibrant Destination**
- **Relationships**
- **Culinary Elements**
- **Cultural Heritage**
- **Destination Visual Appeal**

SUMMARY OF KEY ELEMENTS

for a future-facing destination Slovenia

with a help of Chat GPT

- **Clear and Cohesive Destination Identity**
- **Commitment to Quality**
- **Strong and Recognisable Brand**
- **Sustainable Use of Natural Resources**
- **Inclusion of Local People and Their Stories**
- **Creative Innovation**
- **Empowered Destination Ambassadors**
- **Scenic Landscapes and Views**
- **Personalised and Boutique Experiences**
- **Strategic Destination Intelligence**
(“Destination Brain”)

MATCHING ELEMENTS

1. Brand/Identity

Strong alignment on the importance of destination branding.

2. Legacy/Impact

Shared emphasis on long-term legacy and stakeholder engagement.

3. Knowledge & Strategy

Refers to data-driven and intelligent management.

4. Community

Strong alignment on local involvement and storytelling.

5. Business Environment

Related in terms of professionalism and reliability.

6. Visual/Natural Appeal

Destination Visual Appeal

DIFFERENT ELEMENTS

1. Policy Framework and Sustainable Use of Natural Resources

Could be integrated.

2. One Country – Many Destinations and Personalised and Boutique Experiences.

Both are compatible.

3. Sharing Quality of Life and Commitment to Quality

Different framing, but quality of life can be a broader umbrella.

4. Relationships and Empowered Destination Ambassadors

An overlapping theme of human connection, presented differently.

5. Vibrant Destination and Creative Innovation

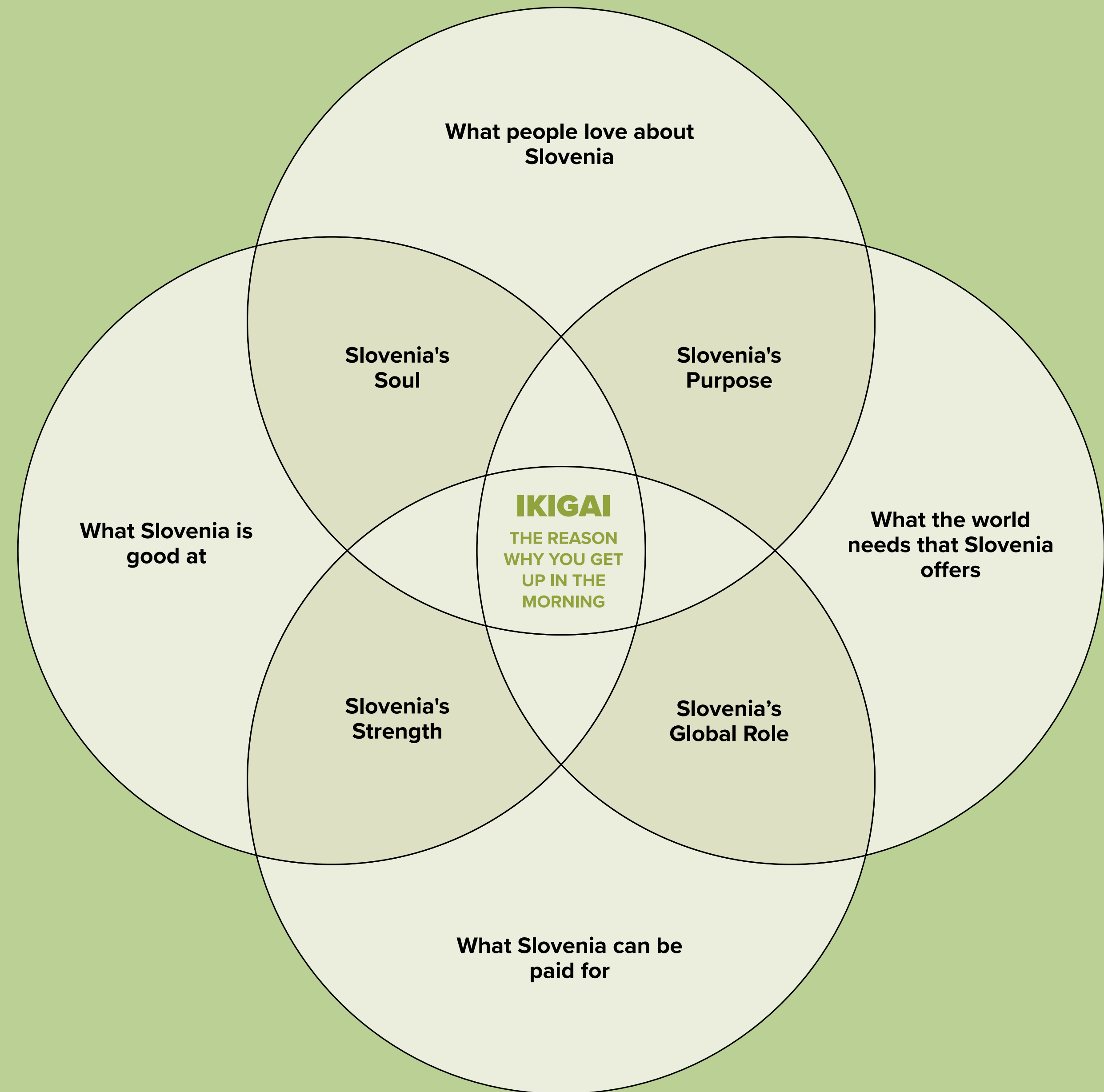
Innovation can support vibrancy – different angles of the same goal.

6. Culinary Elements

Implied under boutique/personalised experiences.

IKIGAI MATRIX

The purpose behind
hosting an event in Slovenia



INSTRUCTIONS: Use the personas as a guide to better understand your client's needs, goals, and motivations.

SLOVENIA'S SOUL

What people love about Slovenia – its authenticity, nature, culture, and charm ...

SLOVENIA'S PURPOSE

What the world needs from Slovenia – sustainable, meaningful, and enriching experiences ...

SLOVENIA'S STRENGTH

What Slovenia is good at – hospitality, green practices, outdoor adventure, boutique services ...

SLOVENIA'S GLOBAL ROLE

What Slovenia can be paid for – quality tourism, unique venues, wellness, and responsible travel ...

COFFEE BREAK

We'll be back at 11:20. Enjoy your break!

“In 2025, one of the biggest challenges will be cutting through the digital noise—with so much content out there, standing out and maintaining attention will require smarter, more personalised storytelling. Another challenge is rising customer expectations for seamless, instant interactions across all channels, which puts pressure on both marketing and sales to stay agile and tech-enabled. Lastly, balancing automation with authenticity will be key.”

Kongres Barometer / Copyright © Kongres Magazine, 2025

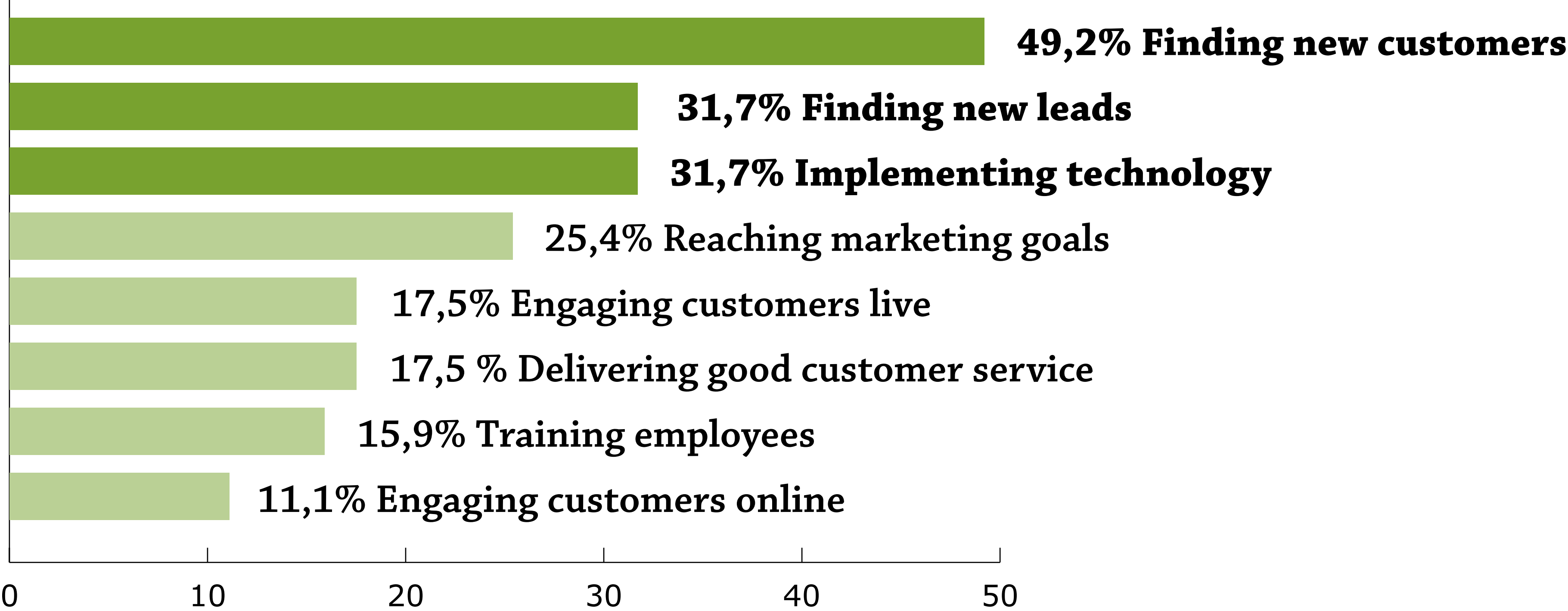


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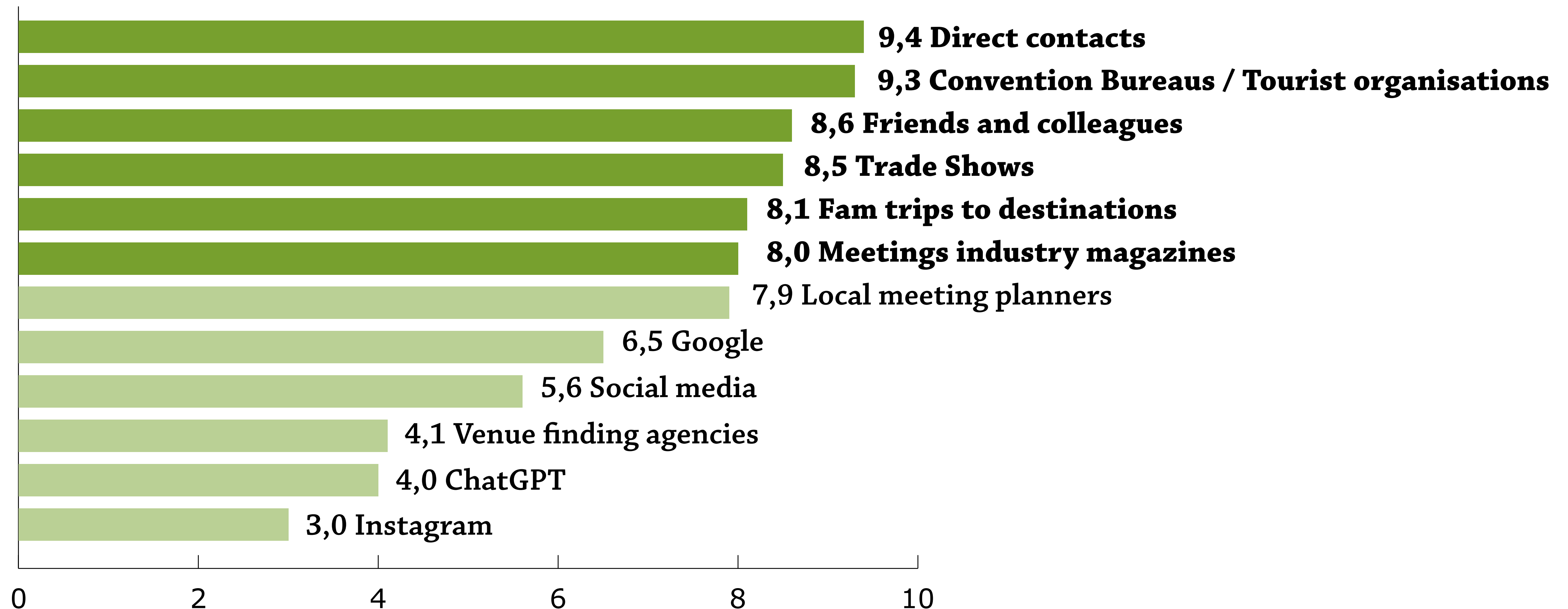




ZEITGEIST MOMENT 3: Which of the following marketing challenges do you face heading into 2025?



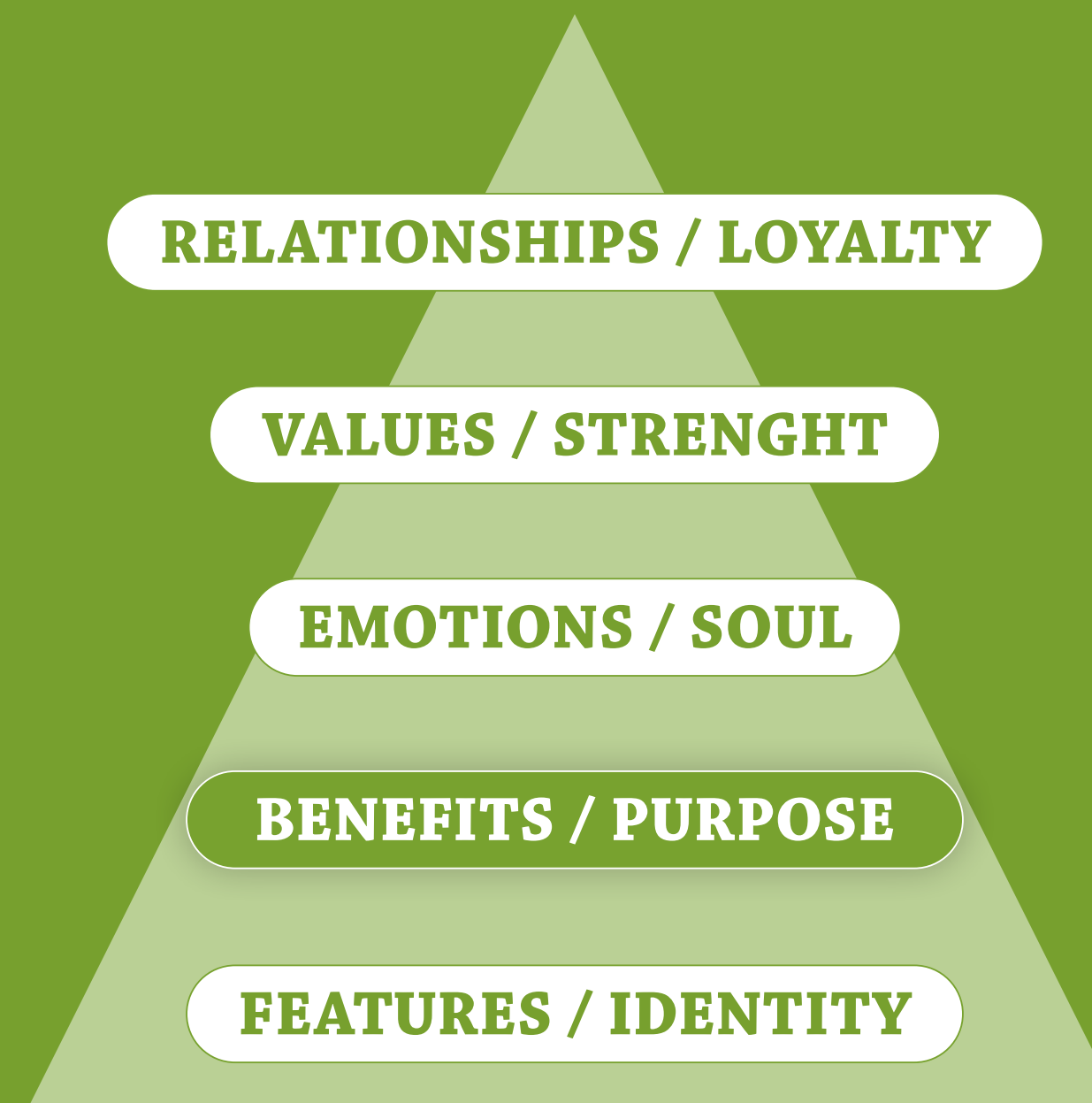
ZEITGEIST MOMENT 4: How useful will the following sources be when finding information about events, meeting destinations or event venues? (Importance rating from 1 to 10)



GROUP WORK 2

FAB MODEL

From Product to Purpose



THE FAB MODEL

Crafting Stories that Sell

STEP 1

FEATURE

Physical charactericts

Feature is what the product or service is

STEP 2

ADVANTAGE

Performance Charecteristics

Advantage is what the feature does

STEP 3

BENEFIT

Favorable result from advantage

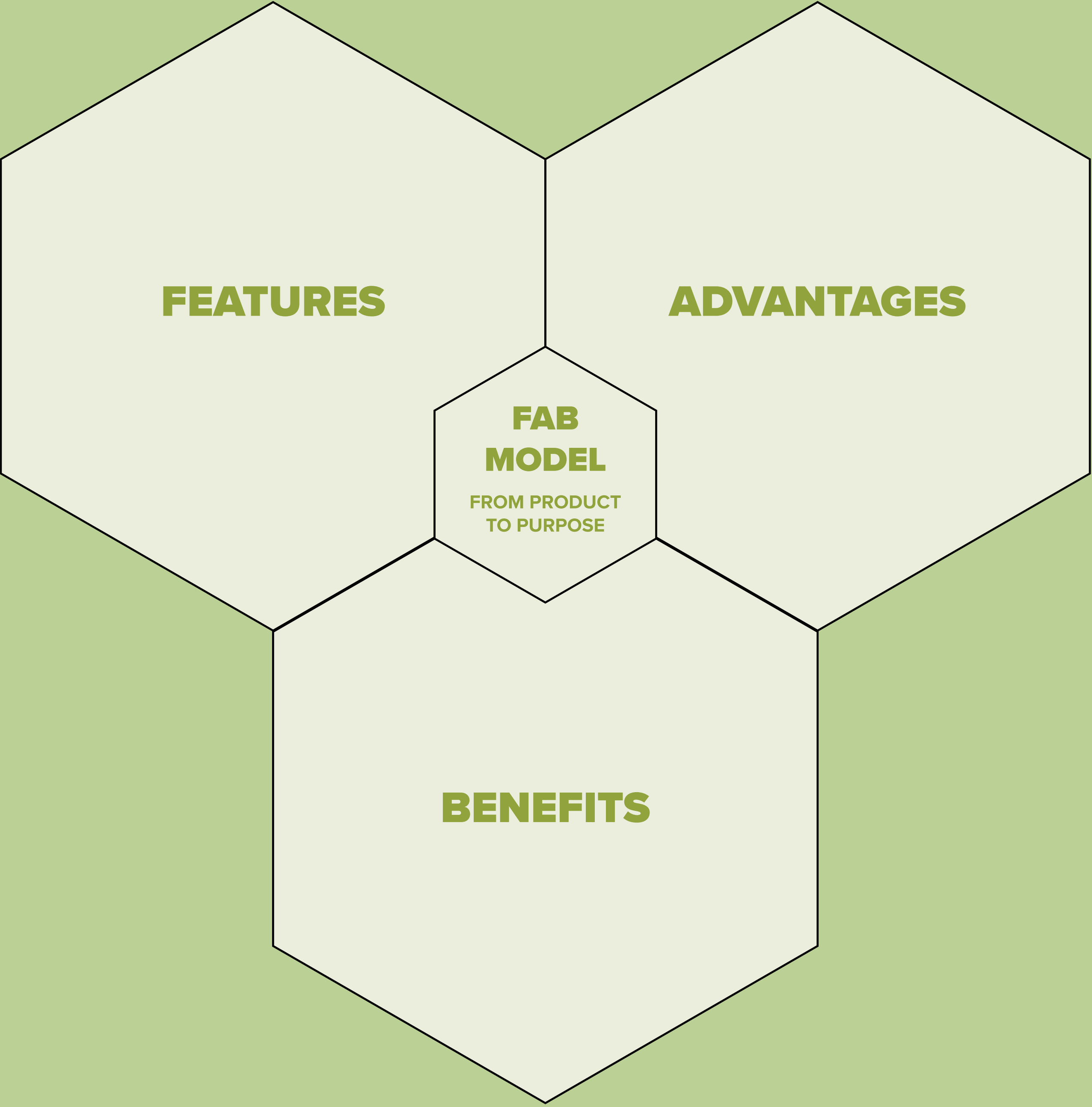
Benefits are what people gains and buy

STEP 4

FABB

Benefit of a benefit

Why it matters even more



INSTRUCTIONS:

STEP 1: FEATURE / PHYSICAL CHARACTERISTICS

Safe, clean, and organised society ...

STEP 2: ADVANTAGE / PERFORMANCE CHARACTERISTICS

Ideal for sustainable tourism and events ...

STEP 3: BENEFIT / FAVOURABLE RESULT FROM ADVANTAGES

Reduces travel time and planning stress ...

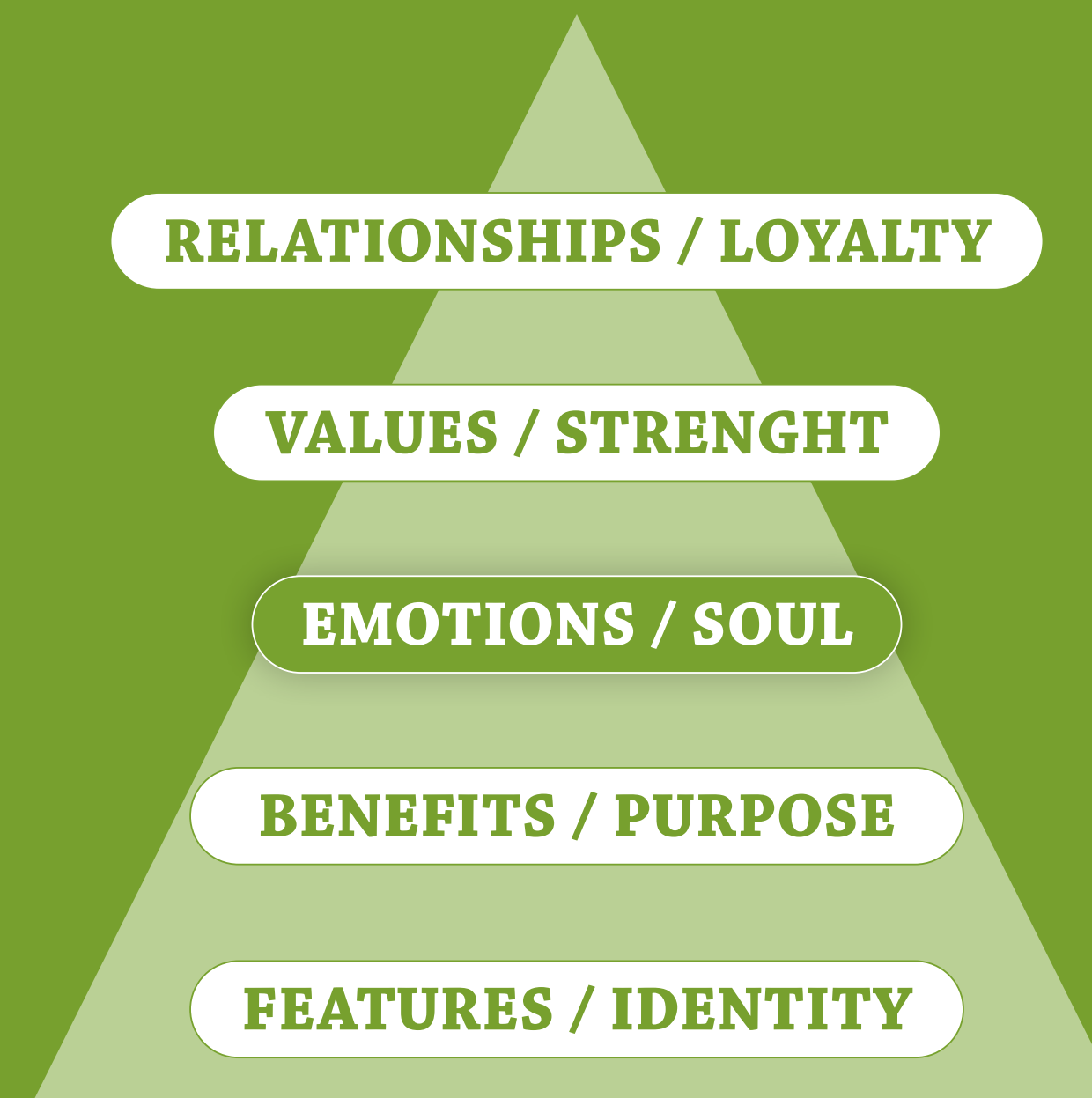
STEP 4: FABB / BENEFIT OF A BENEFIT

By choosing Slovenia, clients gain not just a destination, but a memorable experience that aligns with modern values of sustainability, wellbeing, and professionalism ...

GROUP WORK 3

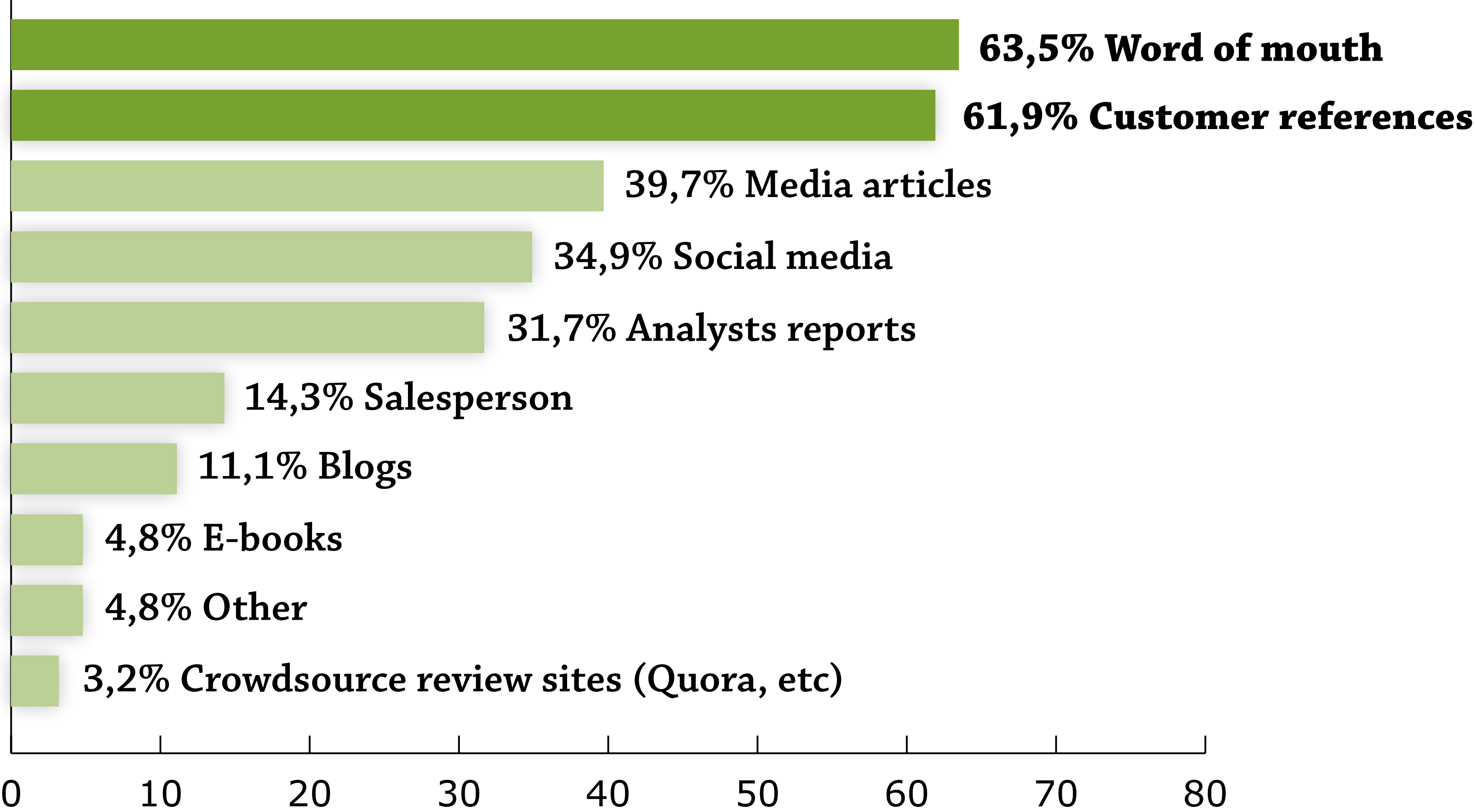
BRAND PERSONALITY

If your brand walked into a room...



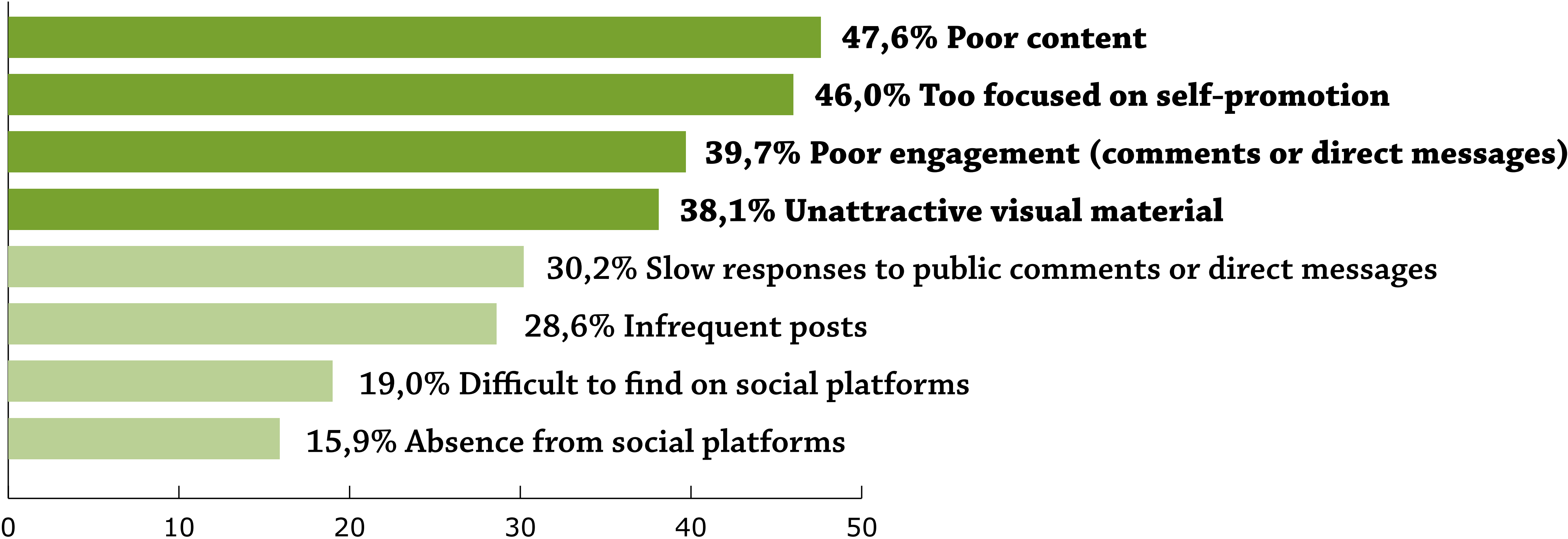


ZEITGEIST MOMENT 5: What sources of information about the meetings industry do you rely on personally?





ZEITGEIST MOMENT 6: Which of the following has a negative impact on how you view brands on social media?



BRAND PERSONALITY MATRIX

If the brand were a person...

Through group discussion, choose a famous actress or actor.

If Slovenia were a famous actress, which one would you choose?

Write down a name of the person and describe four core characteristics of their personality

If Slovenia were a famous actor, which one would you choose?

Write down a name of the person and describe four core characteristics of their personality

COLOURS & EMOTIONS	CHOOSE COLOUR	CHOOSE EMOTION
Slovenia is like actress: _____		
Slovenia is like actor: _____		

FABB ELEMENTS Benefit of a benefit valued by your selected organizer	EMOTIONAL ELEMENTS Positive feelings experienced by your selected organizer in Slovenia
EPXERIENTAL PROMISE:	EMOTIONAL PROMISE:

INSTRUCTIONS PART 1:

STEP 1: CHOOSE AND DESCRIBE

Select one famous actress and one famous actor that the group agrees best reflects Slovenia's personality.

Write down the name of each person.

Describe FOUR traits of their personality (Examples: elegant, beautiful, witty, adventurous, humble, creative...).

STEP 2: CONNECT TO SLOVENIA

If Slovenia were a famous actress, who would she be—and why?

Think about qualities like sophistication, charm, strength, authenticity, or versatility.

If Slovenia were a famous actor, who would he be—and why?

Consider traits such as humility, intelligence, quiet confidence, or an adventurous spirit.

STEP 3: MATCH WITH COLOUR AND EMOTION

Choose a colour that best represents the personality of the actress or actor you selected.

(Examples: green, blue, white, gold, grey, turquoise...)

For that colour, write down the emotion or value it evokes.

(Examples: green -> calm, sustainable; blue -> trustworthy, clear; gold -> elegant, premium)

Example: Colour: green, Emotion: peaceful, natural, safe

INSTRUCTIONS PART 2:

STEP 1: WHAT WOULD THEY OFFER AS A HOST?

Imagine your chosen actress/actor welcoming an event organiser to Slovenia.

Write down 5 key benefits their personality would provide to the organiser.

Examples: “They make things feel easy,” “They create meaningful connections,” “They’re calm under pressure.”

STEP 2: HOW WOULD THEY MAKE PEOPLE FEEL?

Think about the emotions your chosen actress/actor would inspire in others.

List 5 positive emotions the organiser might feel in their presence, and in Slovenia.

Examples: relaxed, inspired, confident, safe, excited

STEP 3: WHAT KIND OF EXPERIENCE WOULD THEY CREATE?

Based on the personality you chose, write a short sentence that describes the type of experience Slovenia (as this actress/actor) would offer.

Example: “A graceful, well-organised event that feels both elegant and effortless.”

STEP 4: WHAT EMOTIONAL IMPACT WOULD THEY LEAVE BEHIND?

What’s the lasting emotional impression Slovenia would make on the organiser, just like a powerful performance?

Example: “You’ll feel seen, supported, and proud of your choice.”

“What you show is more important than what you say”

“The consumer isn’t a moron; she is your wife. You insult her intelligence if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything. She wants all the information you can give her.”

David Ogilvy,
The Original Mad Man

LUNCH BREAK

We'll be back at 13:30. Enjoy your break!

“Oversaturation and Content Fatigue

Everyone is marketing everywhere—often with similar messages (“authentic,” “unique,” “sustainable”). Standing out in a sea of noise is harder than ever. Differentiation will rely less on what you say, and more on how deeply you understand your audience and how relevant your message is.”

Kongres Barometer / Copyright © Kongres Magazine, 2025

GROUP WORK 4 – 1: Customer Segment

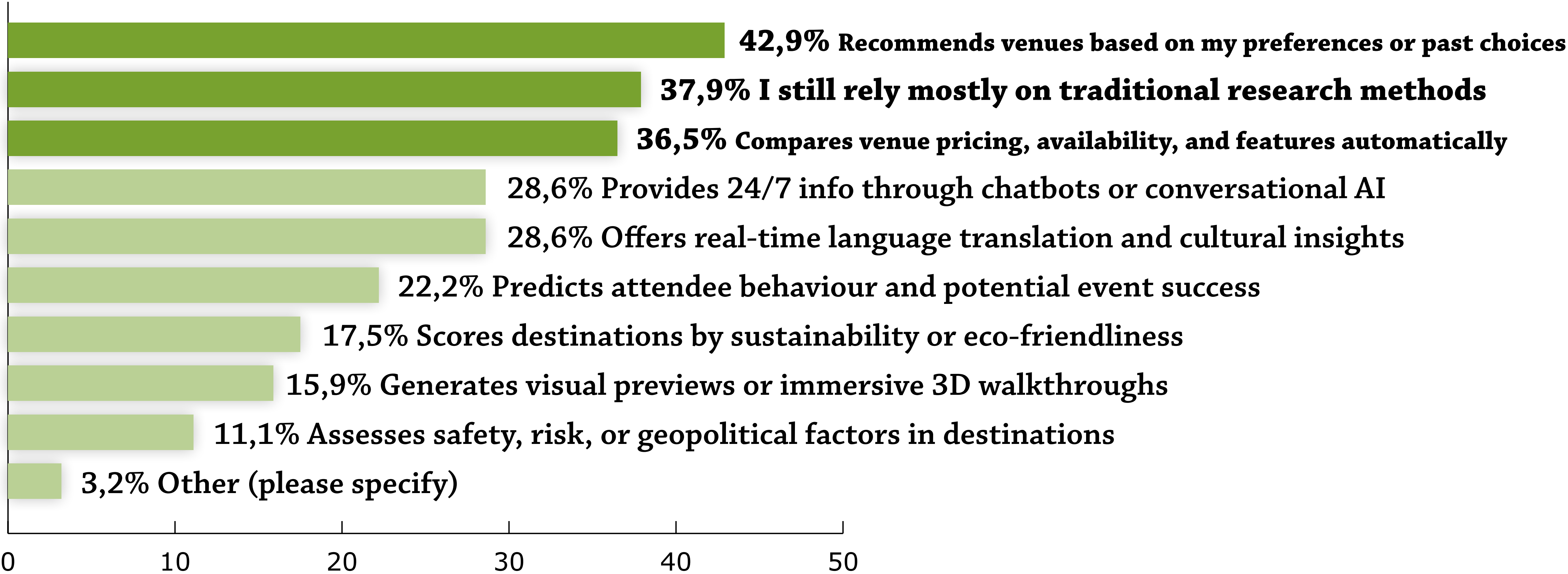
SLOVENIA'S VALUE PROPOSITION CANVAS

Designing impactful experiences for business event professionals



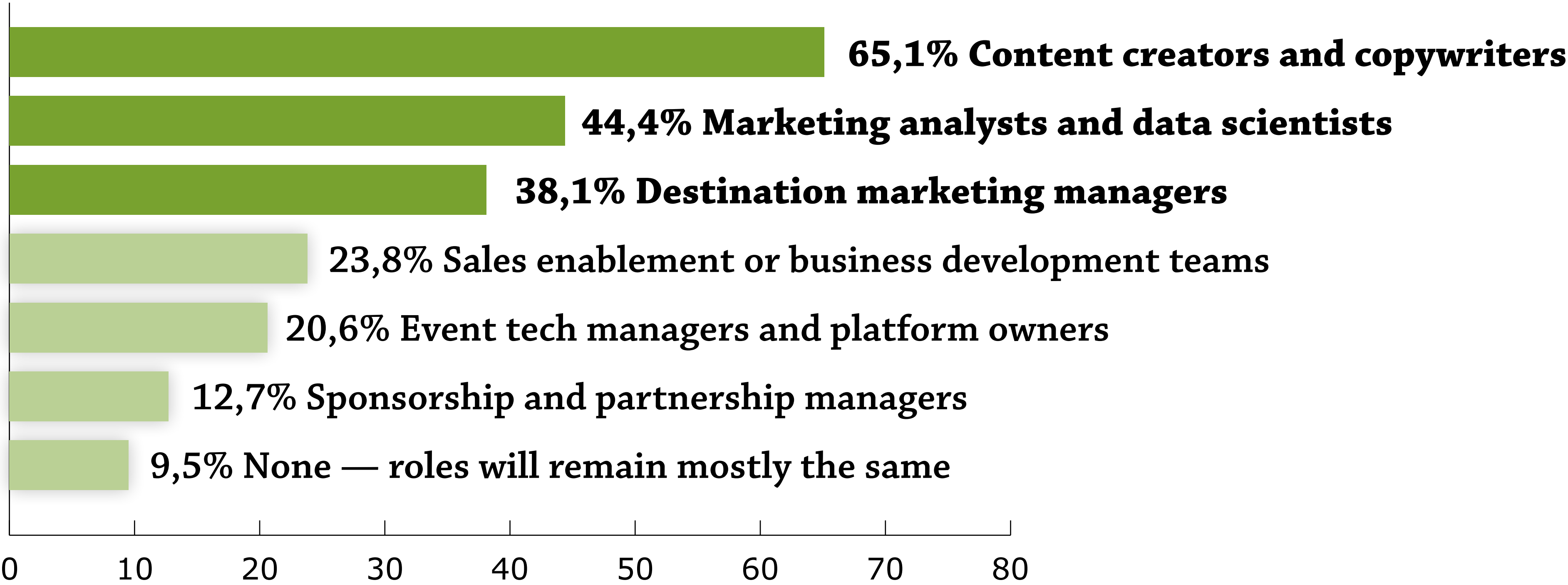


ZEITGEIST MOMENT 7: In what ways has AI changed how you search for and select event destinations or venues?



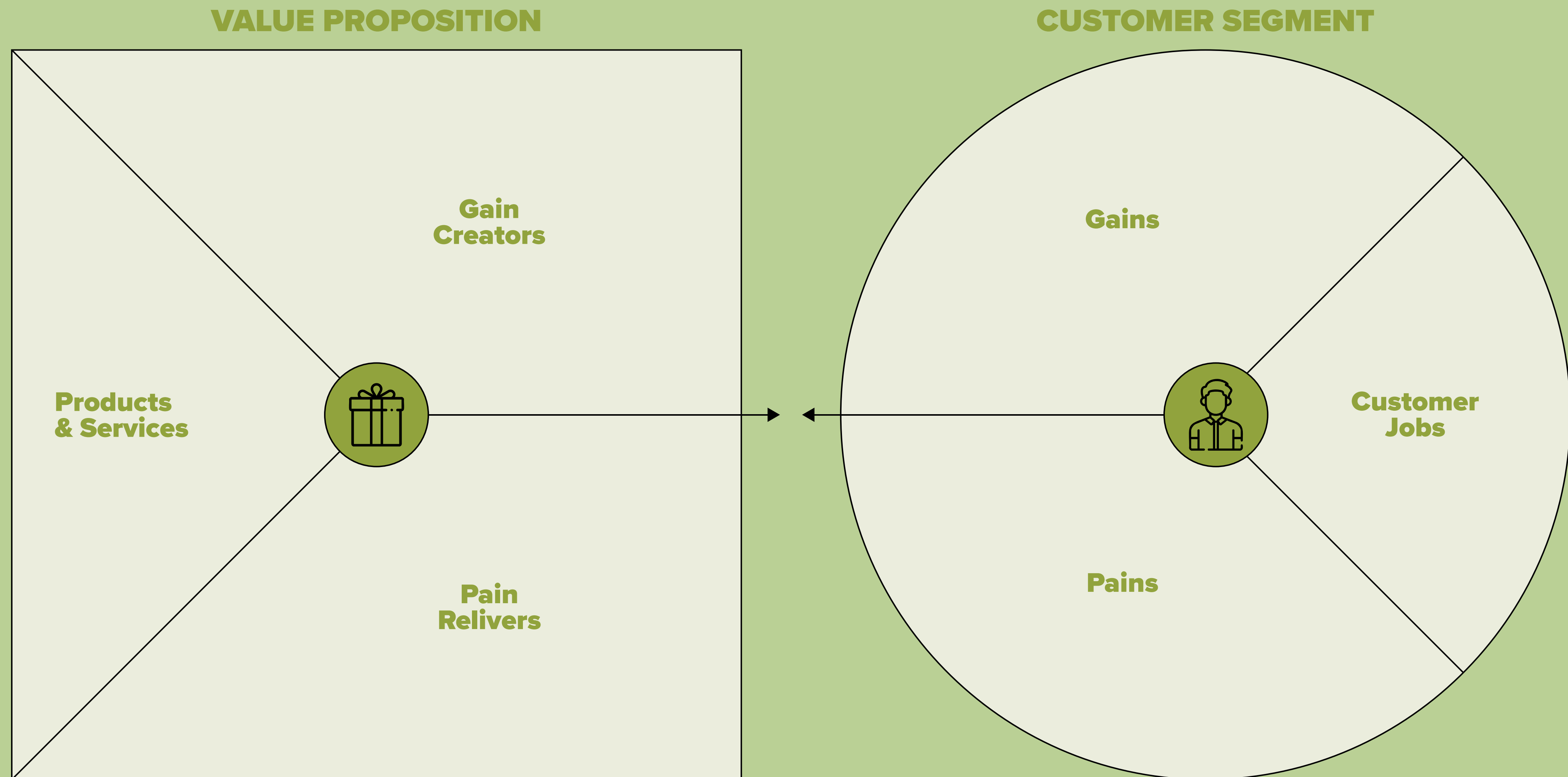


ZEITGEIST MOMENT 8: Which marketing roles in the MICE industry do you think will evolve most due to AI adoption?



SLOVENIA'S VALUE PROPOSITION CANVAS

Designing impactful experiences for business event professionals



INSTRUCTIONS **PART 1:** Empathy Mapping – understanding the customer

CUSTOMER JOBS

What is this person trying to achieve when organising an event?

Functional: plan, manage, and deliver flawless events

Emotional: look good to their clients/peers, feel in control

Social: be seen as innovative, trusted, well-connected

PAINS

What causes stress, risk, or dissatisfaction in their job?

Common pains: lack of reliable partners, unclear pricing, language barriers, unpredictable weather, logistics headaches

GAINS

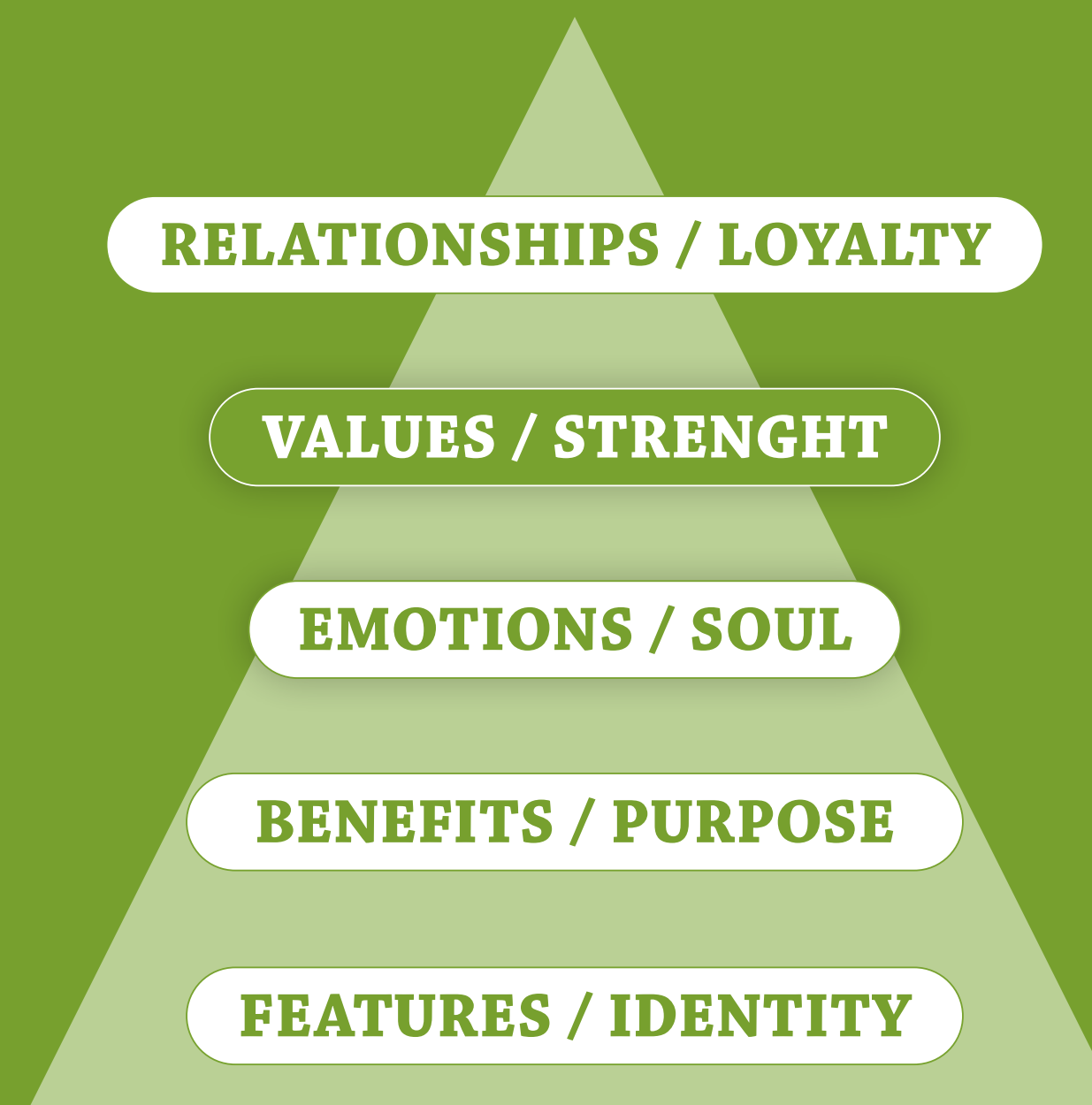
What would make them delighted, confident, or eager to return?

Smooth local support, wow-factor venues, sustainable choices, positive feedback from participants, stress-free communication

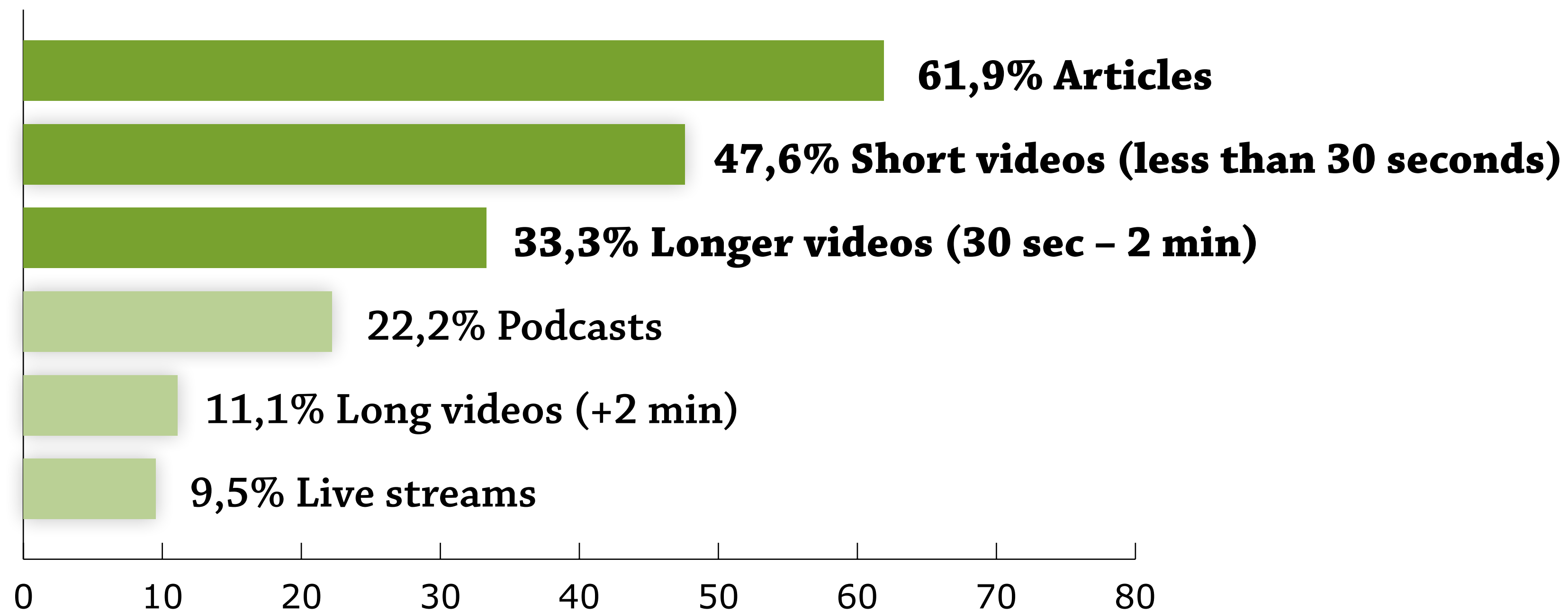
GROUP WORK 4 – 2: Value Proposition

SLOVENIA'S VALUE PROPOSITION CANVAS

Designing impactful experiences for business event professionals



■ ZEITGEIST MOMENT 9: Which type of online content do you engage with the most?



ZEITGEIST MOMENT 10: Which marketing tactic will be the most important in the future?

- 1. Content marketing**
- 2. Live events**
- 3. Direct marketing and sales**
- 4. Social media marketing**
- 5. Trade shows**
- 6. SEO (Search Engine Optimisation) marketing**
- 7. Fam trips**
- 8. Influencer marketing**
- 9. Media planning and buying**
- 10. Multi-channelled interrelated marketing**
- 11. Sales calls**
- 12. Direct emails**
- 13. Traditional advertising**
- 14. Guerrilla marketing**
- 15. Telemarketing (sales calls, cold-calling)**

INSTRUCTIONS PART 2: Work as a group to describe how Slovenia creates value for your chosen client

PRODUCTS & SERVICES

What does Slovenia offer?

Think of real experiences, amenities, or infrastructure.

Examples: green venues, authentic local cuisine, expert support, compact distances.

PAIN RELIEVERS

How does Slovenia solve your buyers' problems or reduce stress?

Examples: easy travel, safe and clean environment, reliable service, multilingual staff

GAIN CREATORS

How does Slovenia create delight or exceed expectations?

Examples: stunning nature, sustainable tourism, warm hospitality, cultural richness

COFFEE BREAK

We'll be back at 15:15. Enjoy your break!

Time management - balance between the need for knowledge (to stay up-to-date), to keep the flow with clients and to manage team and customer needs. Teams need restructuring to keep their inner knowledge and effectiveness high.

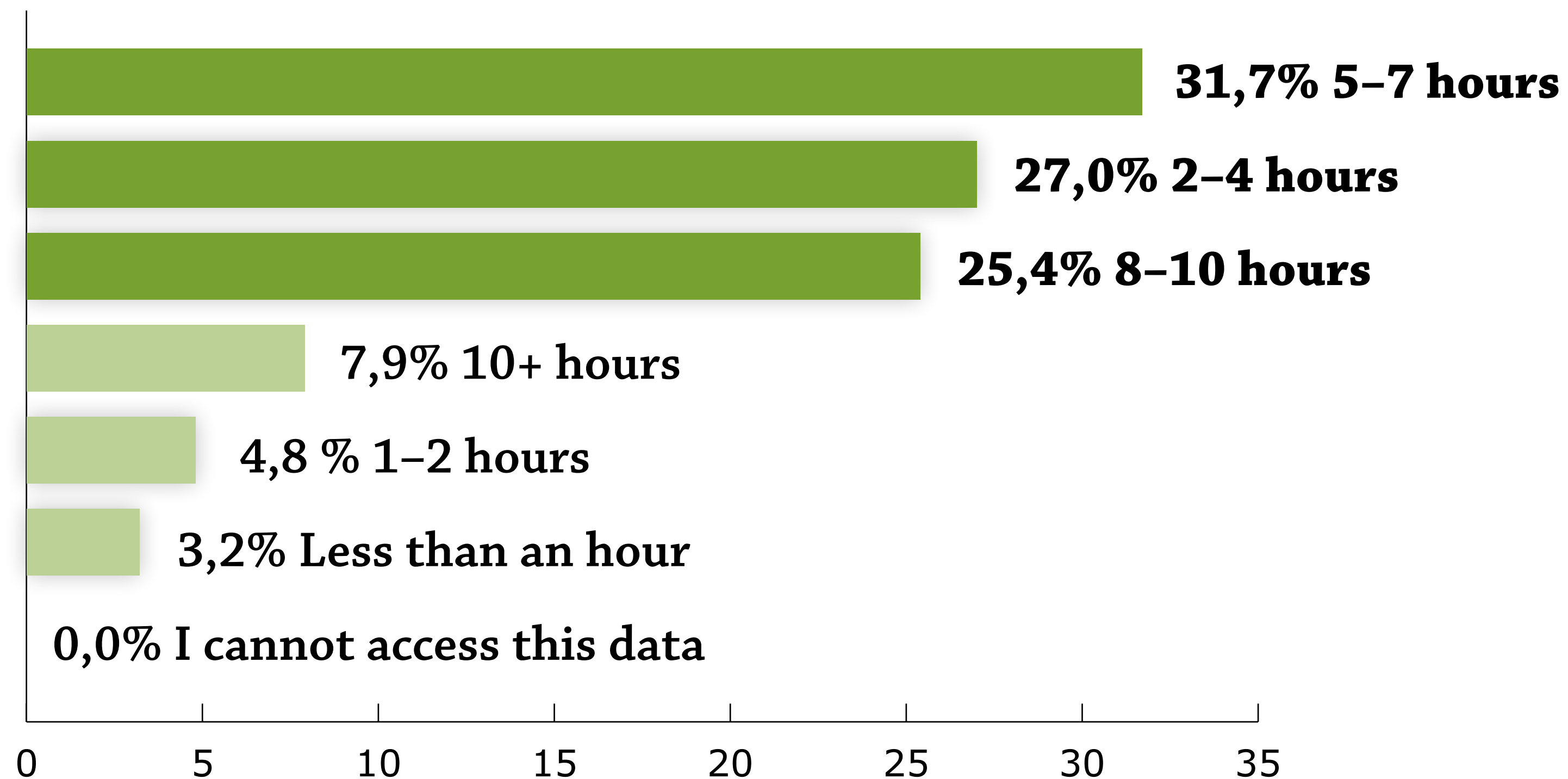
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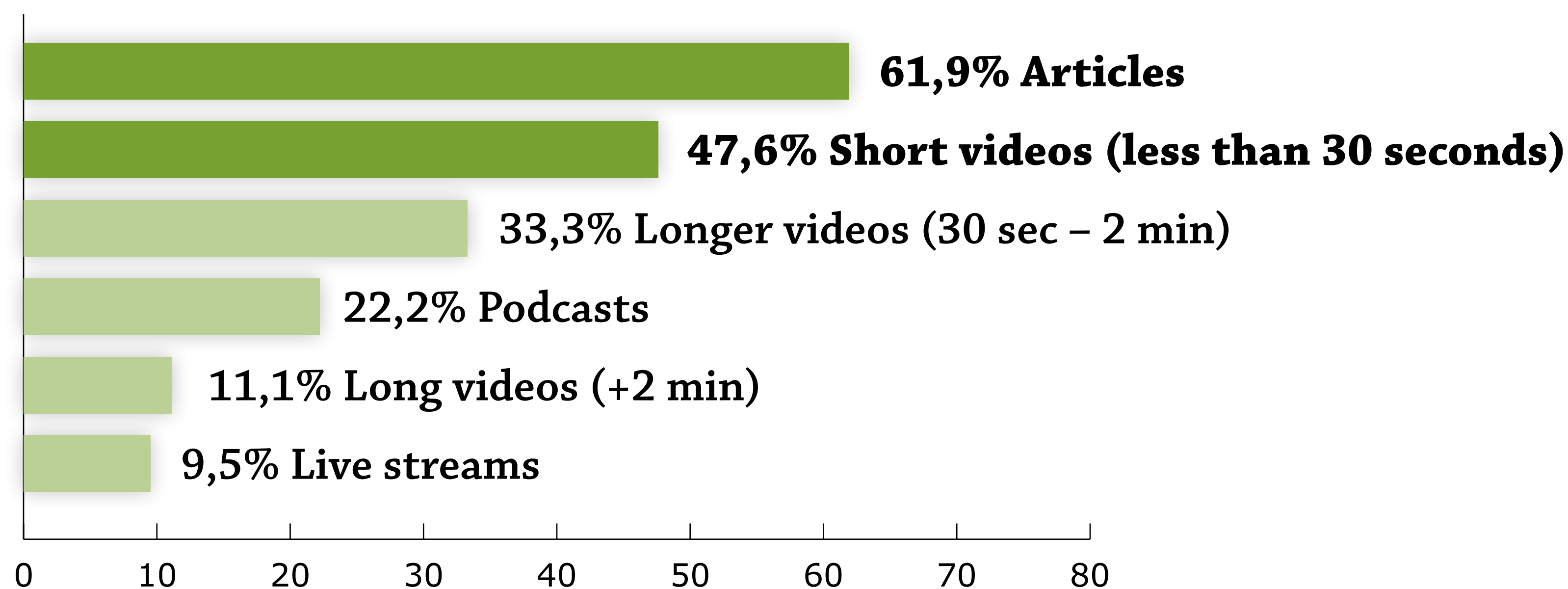
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ZEITGEIST MOMENT 11: What is your average daily screen time?



■ ZEITGEIST MOMENT 12: Which type of online content do you engage with the most?



SLOVENIA ELEVATOR PITCH

60 seconds to see why Slovenia works for events that matter

FEATURES WHAT ARE THE TOP FEATURES UNIQUE TO YOUR PRODUCT?	BENEFITS WHAT ARE THE TOP BENEFITS THAT SET YOU APART FROM YOUR REGIONAL COMPETITORS?
CTA BRAINSTORM CTA'S YOU USED DAILY (CTA – CALL TO ACTION)?	KEYWORDS / HASHTAGS WHAT ARE KEYWORDS YOUR VISITORS ARE SEARCHING ON GOOGLE?
COMPETITORS	

Intro: CHANGE
Statement of what change you and your destination are making

1. INTRO
Introduce your destination and yourself

2. PROBLEM
Describe the pain you are solving

3. SOLUTION
Describe your solution

4. BENEFIT
What is the economic benefit to the customer

5. SUCCESS
Success so far, major customers, brands, data and facts)

6. CALL TO ACTION
End statement with call to action

INSTRUCTIONS - PHASE 1: FOUNDATIONS OF THE PITCH

Based on the previous work, complete the first part of the matrix, which will help you write your pitch. Try to be as precise and direct as possible, keeping your customer in mind.

FEATURES: What are the top features unique to your product/destination?

Example: “Walkable capital city,” “Certified green venues,” “Boutique conference centres.”

BENEFITS: What are the top benefits that set you apart from regional competitors?

Example: “Faster planning cycles,” “Personalised services,” “Affordable luxury.”

CALL TO ACTION: What calls-to-action do you use regularly in your communication?

Example: “Download our venue guide,” “Book a site inspection,” “Meet us at IMEX.”

HASHTAG: What keywords are your potential clients typing into Google or social media?

Example: #event venues #meetgreen #eventprofs

COMPETITOR: List up to 4 regional destinations or services that you consider your direct competitors.

Example: Croatia Convention Bureau, Estonia, Vienna, ...

INSTRUCTIONS - PHASE 2: BUILDING AND PRESENTING THE PITCH

This section helps you build a short, compelling pitch that communicates your value clearly and persuasively. Follow the structure:

CHANGE: What change are you driving in your industry or region?

Example: “We’re redefining how boutique destinations can host world-class meetings sustainably.”

INTRO: Introduce yourself and your destination.

Example: “I’m Ana from the Slovenian Convention Bureau — representing one of Europe’s greenest, most accessible destinations.”

PROBLEM: What is the pain or friction your customer faces?

Example: “Planners are overwhelmed by large, expensive, impersonal cities that lack flexibility.”

SOLUTION: Describe your destination’s specific strengths or innovations.

Example: “Slovenia offers nature-rich, compact cities, where everything is 20 minutes away — from mountains to meeting rooms.”

BENEFIT: State the direct benefit to the client, financially or logistically.

Example: “Clients save time and money while offering their guests a once-in-a-lifetime experience.”

SUCCESS: Mention achievements, data, client logos, media, or facts.

Example: “Over 500 international events hosted annually, with a 96% satisfaction rate among planners.”

CALL TO ACTION: End with a compelling invitation.

Example: “Let’s chat about your next event — we’ll make it simple, stunning, and sustainable.”

READY TO PITCH!

Your jury will consist of five typical buyers – volunteers from each group.

JURY CRITERIA (FROM 1 TO 10)

Clarity

Is the idea clearly explained and easy to understand?

Relevance

Does the idea meet a real need or solve a problem?

Persuasiveness

Is the speaker convincing, passionate, and confident?

Structure & timing

Is the pitch well-organised and within the time limit?



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FREESTYLE DAY DEBRIEF

GROUP REFLECTION (15 MIN)

Split into your original teams or small discussion circles and talk about:

Creative wrap-up wall

Contribute a drawing, quote, or keyword to the “Freestyle Wall” as a visual memory of the day.

Share with the room

Each team briefly presents their highlights.

**“Today’s smartest advertising style
is tomorrow’s corn”**



Bill Bernbach (DDB)



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I FEEL
SLOVENIA

Slovenian Convention Bureau

Strategy 2025 - 2030

PHASE 2 | Focus Group

WHAT Workshop | 28 May 2025

SEE YOU TOMORROW