



Slovenian
Convention
Bureau

I FEEL
SLOVENIA

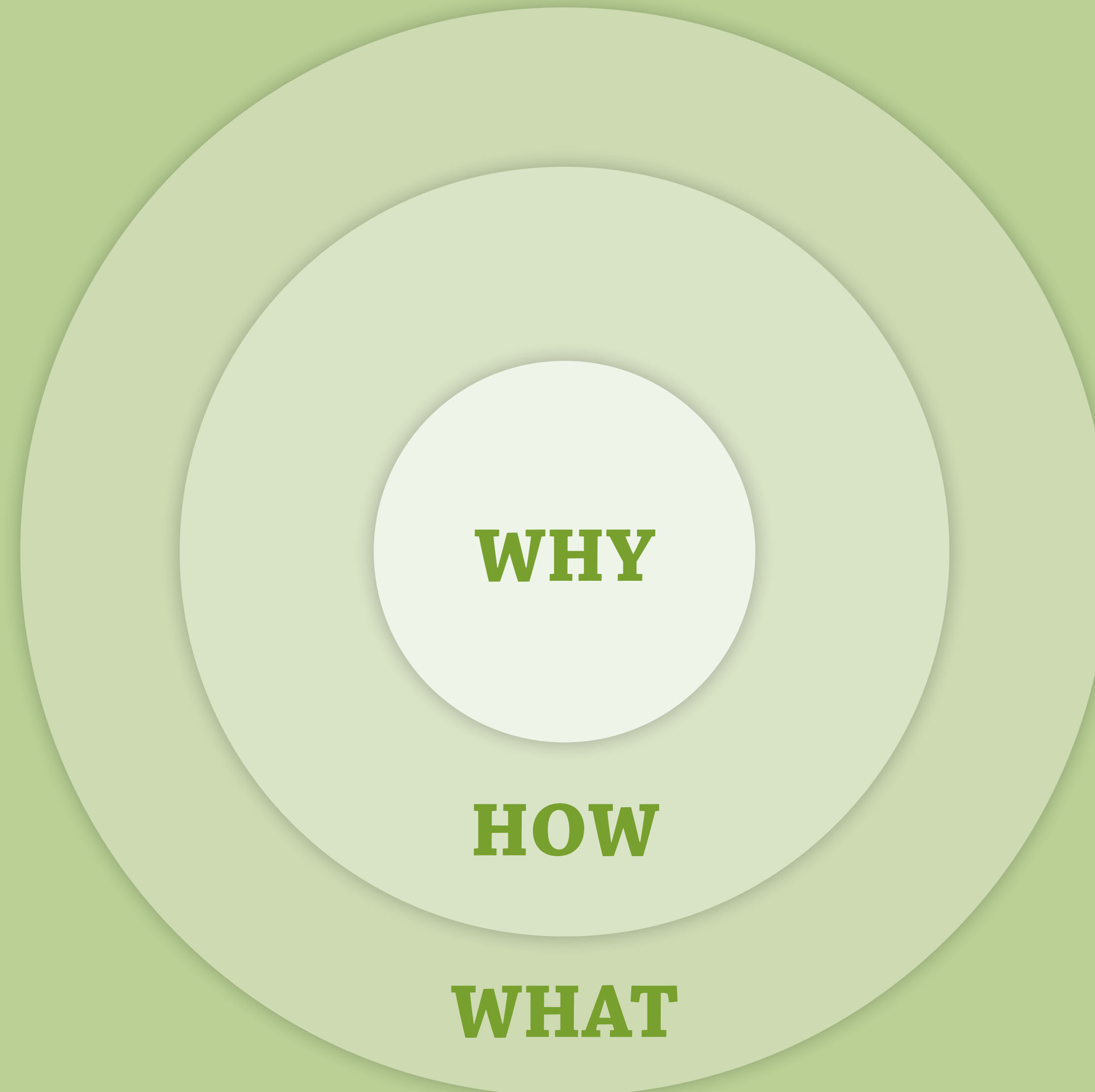
Slovenian Convention Bureau

Strategy 2025 - 2030

PHASE 2 | Focus Group

WHAT Workshop | 28 May 2025

THE GOLDEN CIRCLE BY SIMON SINEK



ROADMAP TOWARDS 2030 AND BEYOND

Project development instructions



**STARTING
NOW**

Immediate
Actions – Q2/
Q3 2025

BY 2026

Foundation
Phase

BY 2028

Scale-Up Phase

BY 2030

Consolidation
& Impact

BY 2035

Legacy &
Transformation

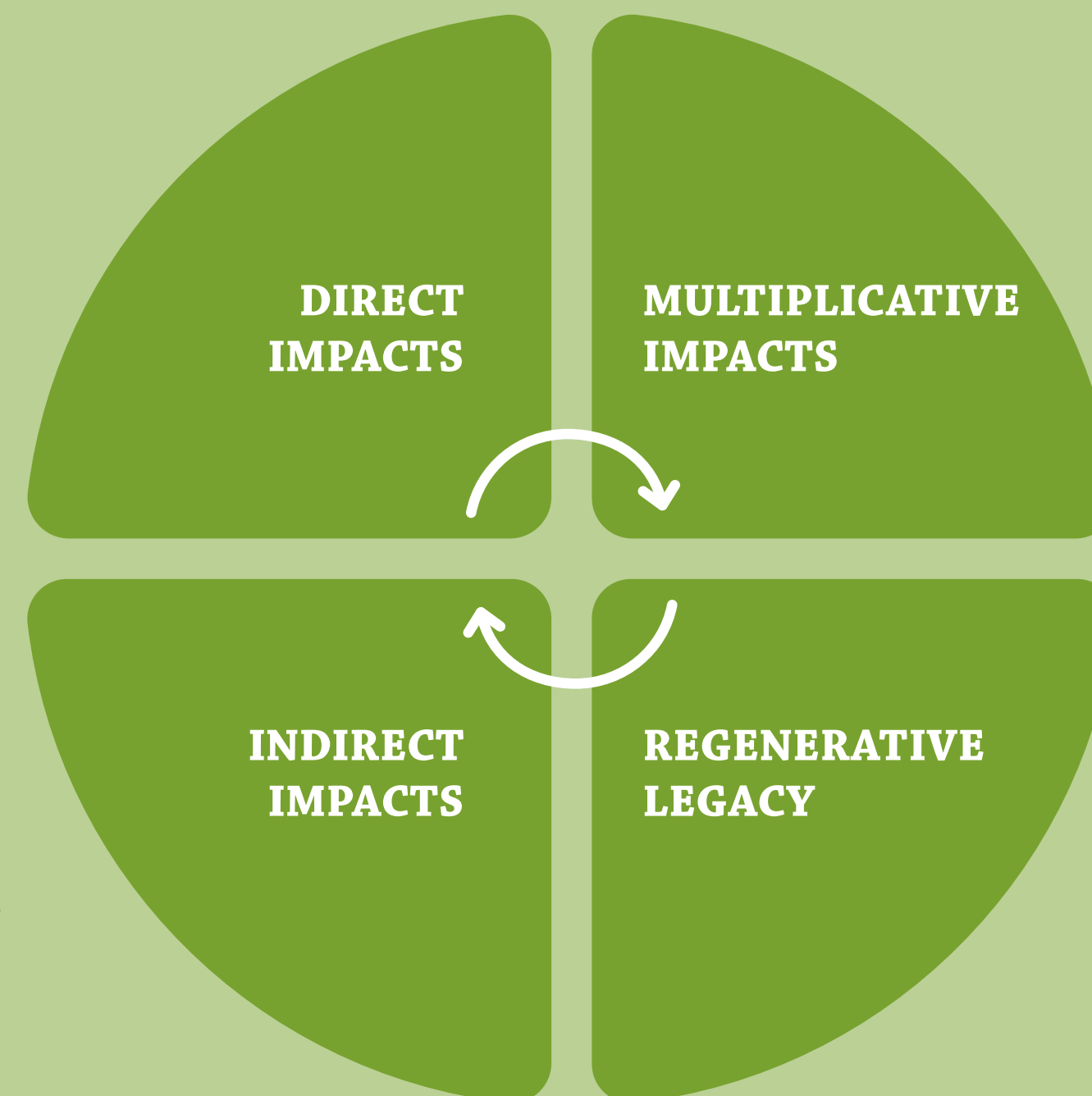
MARKS OF SUCCESS

DIRECT IMPACTS

Represent spending within sectors that are directly tied to the meetings industry — including event agencies, convention centers, incentive and DMC agencies, and specialized meeting planners.

INDIRECT IMPACTS

Refer to expenditures within the broader supply chain — such as accommodation providers, transportation services, technical equipment suppliers, catering companies, and other support services.
Induced impacts stem from the subsequent spending by employees of both the meetings industry and its suppliers.



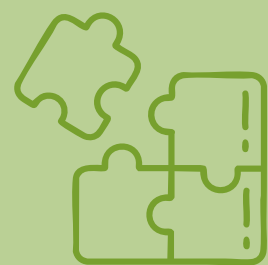
MULTIPLICATIVE IMPACTS

Encompass the wider economic effects such as job creation (full-time and part-time), labor income, and tax revenues at local and national levels — including income tax, VAT, excise duties, and corporate taxes.

REGENERATIVE LEGACY

Delivers long-term benefits across economic, scientific, touristic, cultural, and sustainability dimensions—fostering knowledge, innovation, and professionalism; boosting destination appeal and off-season travel; preserving local culture; and supporting local food systems, ecosystem protection, and sustainable mobility initiatives.

FABB VISUAL MATRIX FOR SLOVENIA'S MEETINGS INDUSTRY



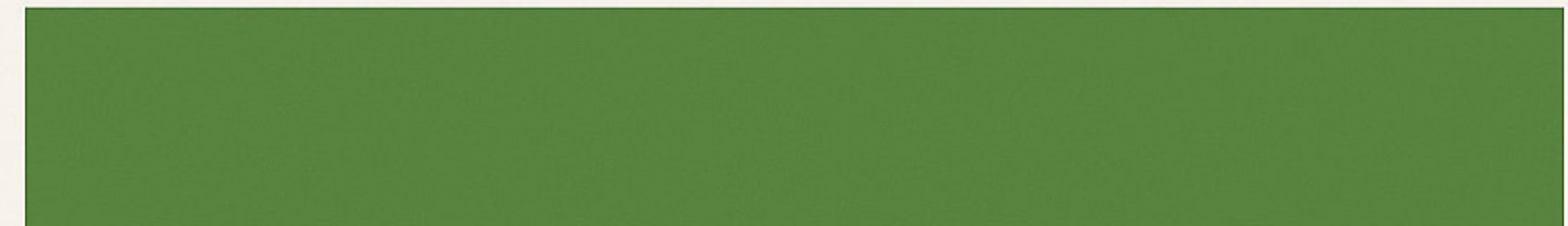
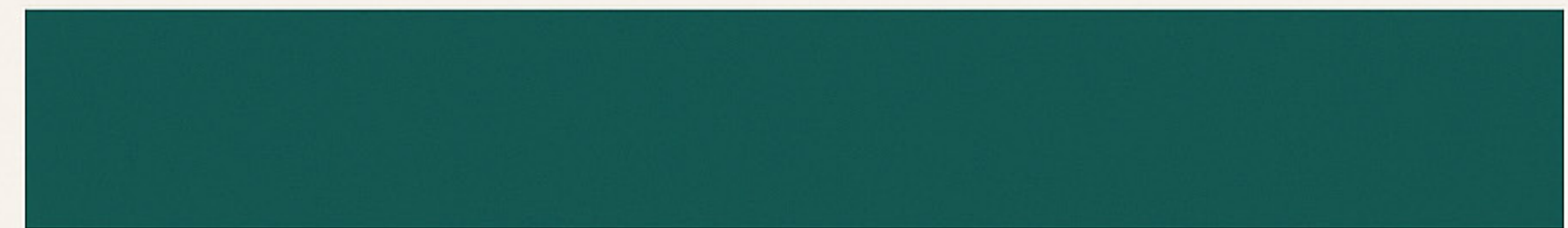
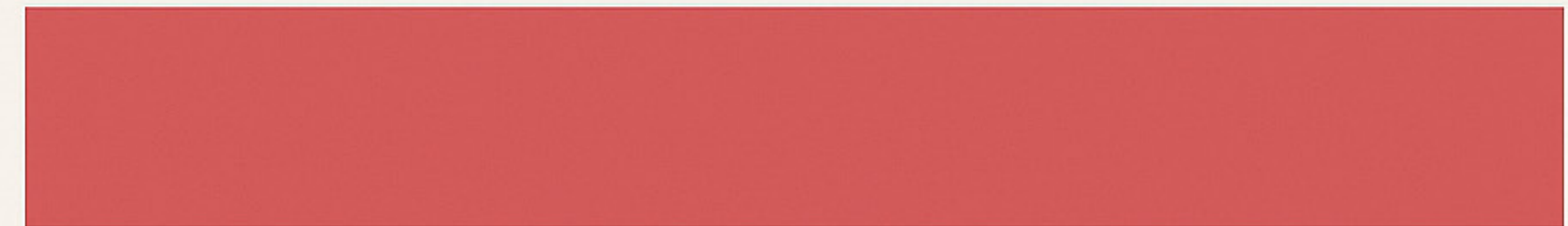
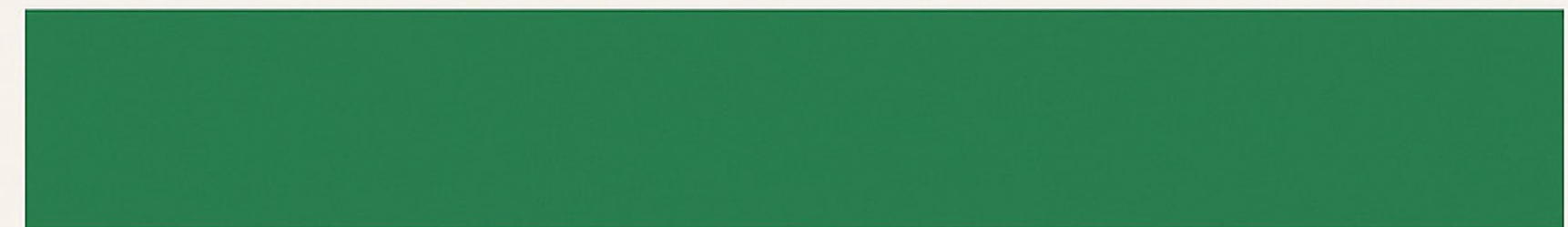
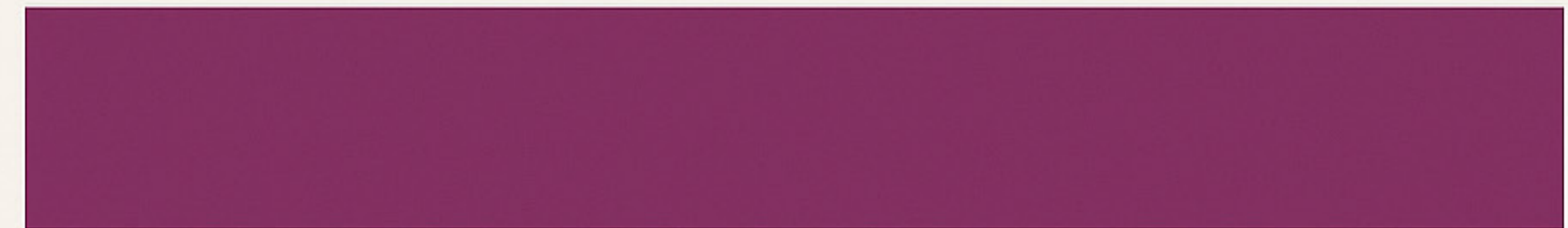
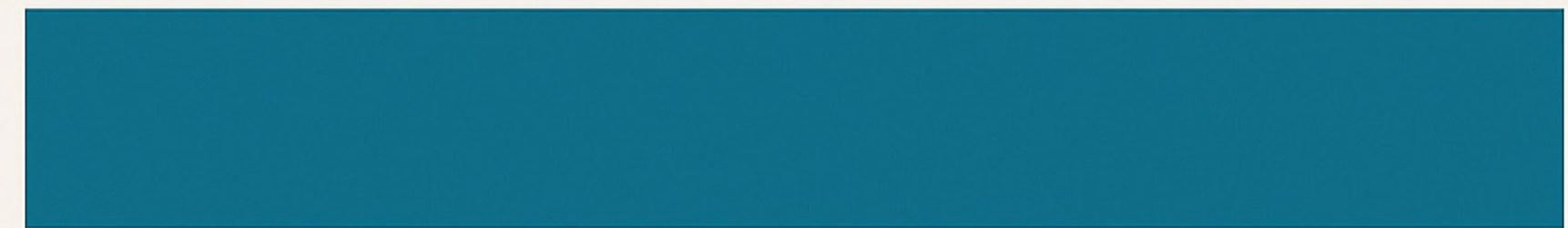
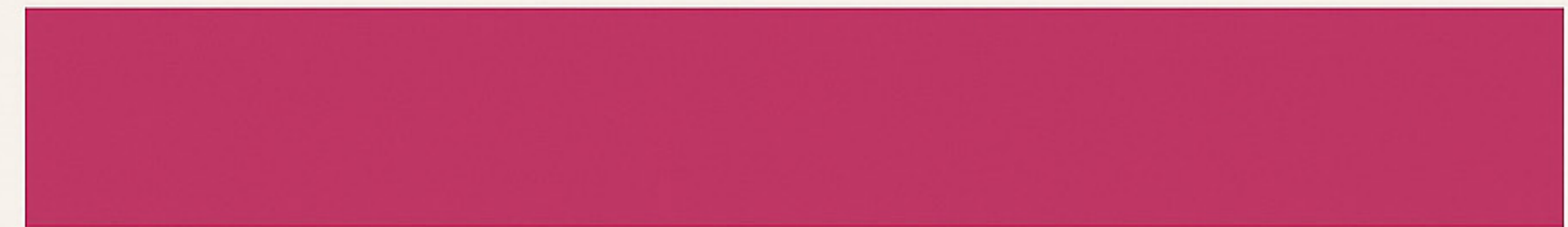
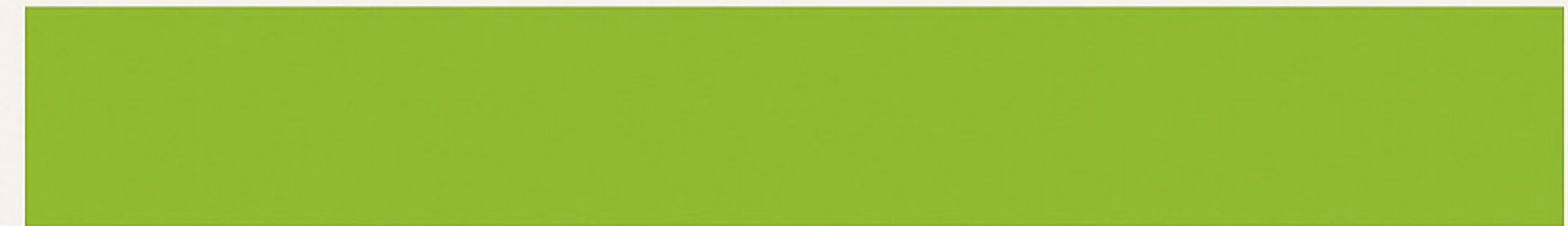
No.	Strategic Field	Feature	Advantage	Benefit	Bonus
1	Destination Management	Compactness	Diverse offer in close range	Bespoke and efficient experience	Easy multi-location programs
2	Sustainability & Nature	Nature & Greenery	Abundance of outdoor activities	Wellbeing and mental recharge	Strong sustainability narrative
3	Cultural & Culinary Identity	Authentic Local Gastronomy	Use of local ingredients & traditions	Memorable and emotional culinary experiences	Unique story-driven food journeys
4	Hospitality & Experience	Safety & Orderliness	Low-stress, secure setting	Peace of mind for planners and attendees	Ideal for high-standard global events
5	Accessibility & Logistics	Strategic Geo-Location & Accessibility	Close to European hubs, fast to reach	Time-saving and convenient travel	Ideal for hybrid and short-lead events
6	Differentiation / Innovation	Off the Beaten Path	Not saturated and unconventional	High impact and wow-effect experiences	A fresh and surprising choice for innovators

SLOVENIA MEETINGS BRAND:

Harmonious Color Scale by the Slovenian Convention Bureau

SCALE OF COLOURS

FROM MOST MATCHING TO LESS MATCHING



SLOVENIAN STRATEGY START-UP

WHAT IS A PROJECT?

A project is a set of tasks you do to achieve a specific goal, with a clear start and end. It usually creates something new, like a product, service, or solution.

Source: Project Management Institute (PMI)

WHAT IS A STRATEGIC PROJECT?

A strategic project is a **big, important project** that helps Slovenian Meetings Industry move toward its main goals for the future. It addresses critical priorities, supports sustainable growth, and strengthens the industry's competitive position for the future.

Source: www.ipma.world

FOCUS ON DOABLE

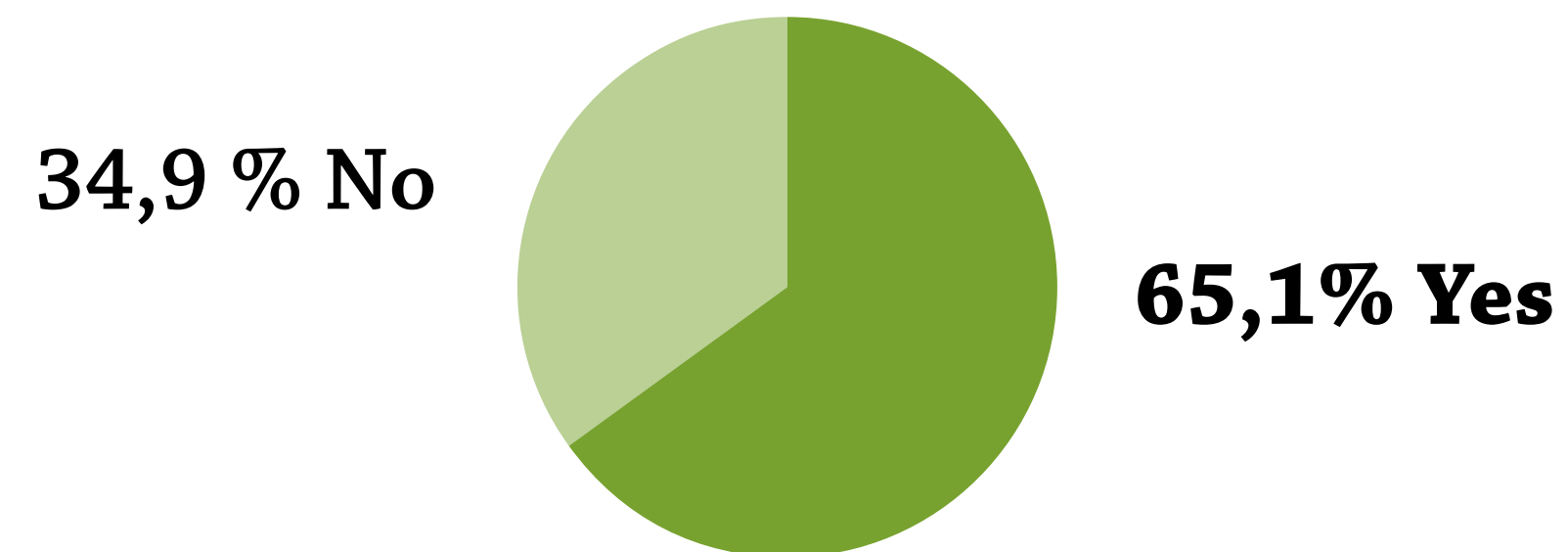
SET REALISTIC PROJECTS

We suggest not focusing on projects over which we, as an industry, have no direct influence. These include large-scale infrastructure developments typically managed by national or local authorities, such as:

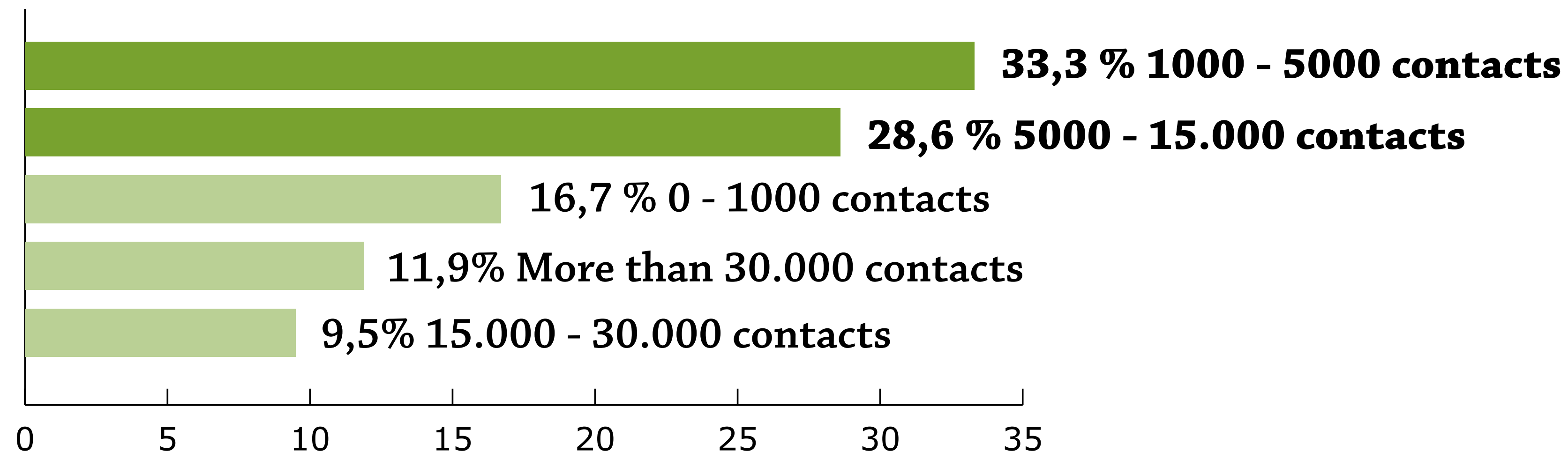
- Development of road and highway infrastructure**
- Expansion and modernization of the railway network**
- Construction and upgrading of airport facilities**
- Urban mobility and public transport projects**
- Energy infrastructure developments (e.g., power grids, pipelines)**
- Large-scale environmental or water management systems**
- Broadband and telecommunications infrastructure**
- ...**

While these projects may indirectly impact the meetings and events industry, they fall outside our scope of direct influence and should therefore not be prioritized in this strategic context.

ZEITGEIST MOMENT AND TOOLS 13: Do you have an active database of buyers in a CRM system?



If you answered yes, how large is your database?



ZEITGEIST MOMENT AND TOOLS 14: Please evaluate how important the following martech tools are for your business?



GROUP WORK 1

PROJECT WRITING 6-3-5

Building on each other's ideas

THE FUTURE ROLE AND PURPOSE OF CONVENTION BUREAUS



Source: www.convention-europe.com

Focus 1:
**DESTINATION
DEVELOPMENT**

Focus 2:
**DESTINATION
MARKETING**

FUTURE LOOK – DESTINATION DEVELOPMENT

Convention bureau should become strategic leaders, innovation catalysts, and central hubs for knowledge and collaboration within the business events ecosystem.

THE FOUR PILLARS OF FUTURE CONVENTION BUREAUX

Strategist: Convention bureaux will act as agenda setters, providing leadership, strategic foresight, and critical insights to guide the development of the events industry.

Facilitator: In an increasingly complex and interconnected world, convention bureaux will serve as bridge-builders, connecting diverse communities and sectors.

Expert: Leveraging their deep understanding of the events ecosystem, convention bureaux will provide expert

Communicator: Convention bureaux will evolve into specialized media and communication platforms, disseminating valuable information and inspiring the community.

FUTURE LOOK – DESTINATION MARKETING

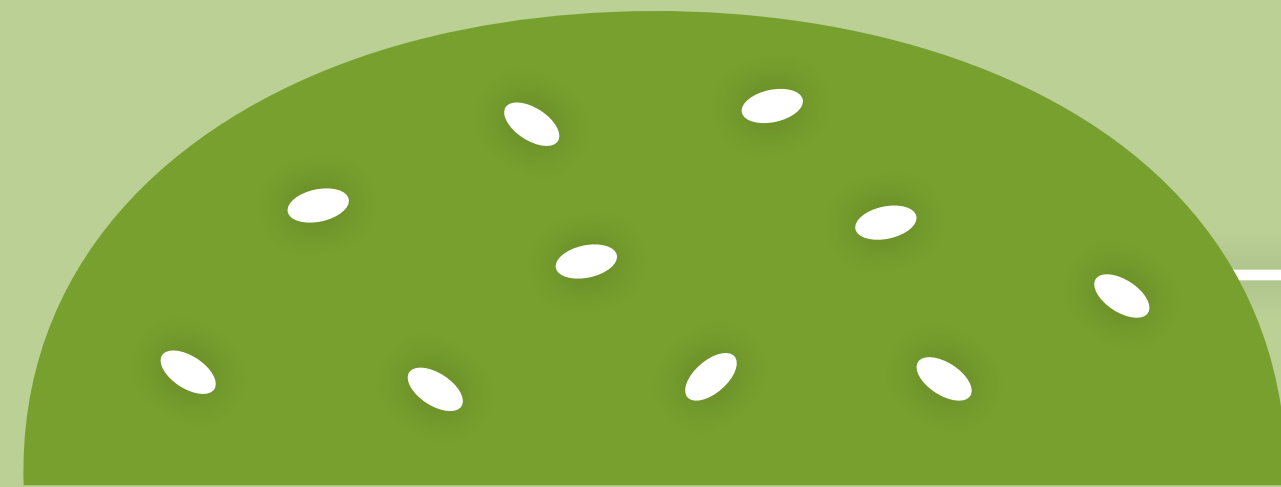
FROM TRADITIONAL TO QUANTUM MARKETING

ASPECT	TRADITIONAL MARKETING	QUANTUM MARKETING
Target Audience	Broad demographics	Individualized customers
Campaign Design	Static, pre-defined campaigns	Dynamic, real-time optimization
Data Usage	Limited data analysis	Extensive data analysis and AI models
Customer Journey	Linear customer journey	Non-linear, multi-channel journey
Measurment	Focuses on campaign-level metrics	Analyzes customer behavior across touchpoints

Quantum Marketing is a contemporary marketing paradigm known as Quantum Experiential Marketing (QEM). It represents a seamless and non-invasive approach to engaging consumers in an increasingly chaotic and dynamic environment. In this model, success lies in the marketer’s ability to flow with constant change, creating meaningful and timely connections rather than attempting to control or predict outcomes.

Source: Dr. Maja Konečník Ruzzier

FUTURE LOOK – VOK DAMS HAMBURGER MODEL



**Human input
and guidance**



AI



**Human revision
and optimisation**

PROJECTWRITING 6-3-5

STRATEGIC FIELD: _____

Building on
each other's
ideas

	ROUND 1	ROUND 2	ROUND 3	ROUND 4	ROUND 5	ROUND 6
Project 1						
Project 2						
Project 3						

WORKSHOP 1: PROJECTWRITING 6-3-5 INSTRUCTIONS:

- 1.** The first group member writes three project proposals in the first column of the worksheet.
- 2.** Pass the sheet to the person on your left and begin the next round.
- 3.** Each participant adds three new ideas in the next column, building on previous entries. Continue until all group members have contributed.
- 4.** Review the ideas as a group and select the top three proposals.
- 5.** Review the ideas as a group and present your top proposals to the other groups.

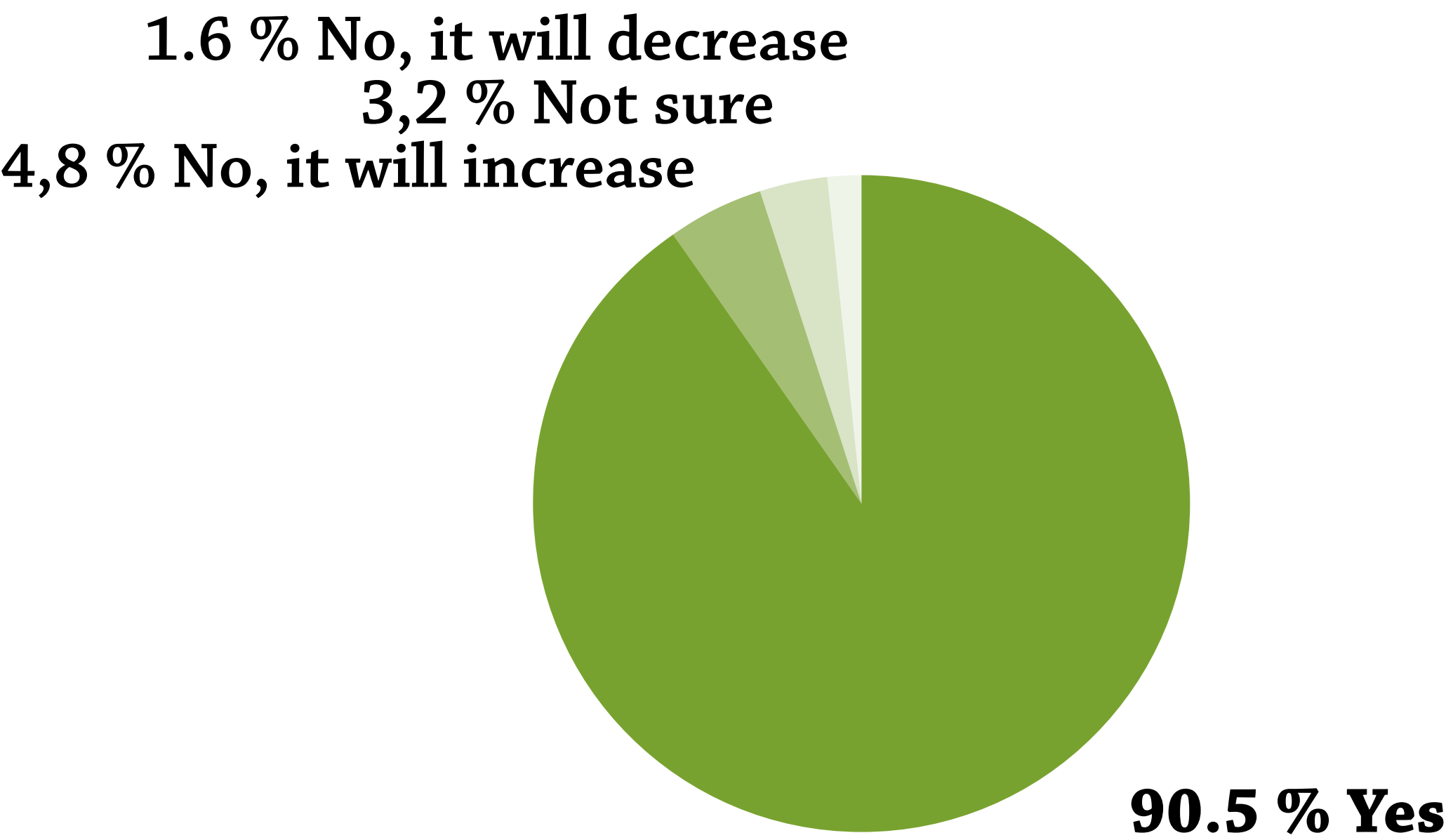
GROUP WORK 2

DECISION MATRIX

Rating of most important strategic
areas / fields

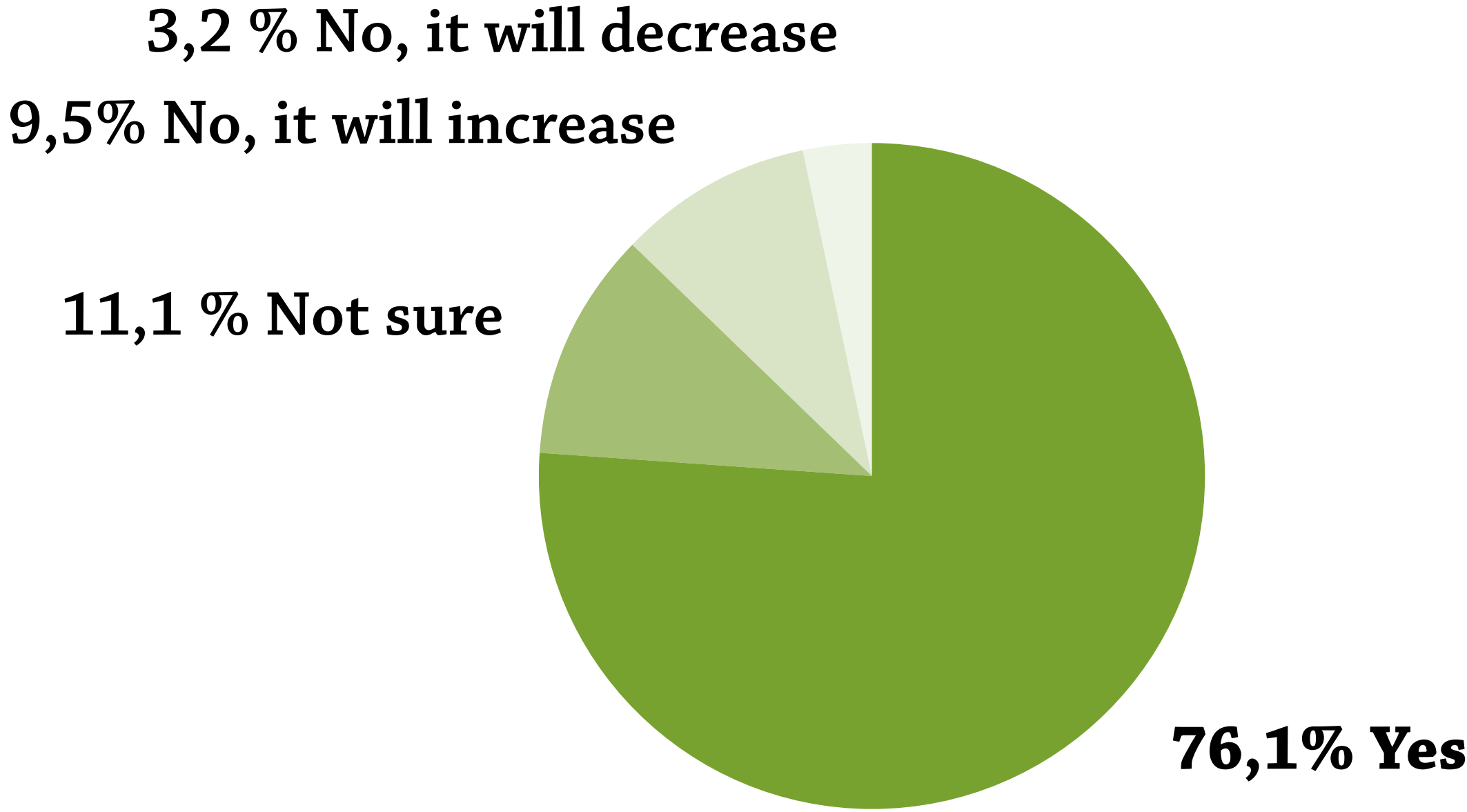


ZEITGEIST MOMENT AND TOOLS 14: Do you feel that attending B2B trade shows and exhibitions will stay an important part of MICE sales in 2025?





ZEITGEIST MOMENT AND TOOLS 15: Do you feel that FAM TRIPS will stay an important part of MICE sales in 2025?



GROUP 1: DESTINATION DEVELOPMENT

- Advocacy & Policy Development
- Destination Development
- Bid management
- Strategic partnership
- Sustainability
- Intelligence and Data Services
- Digital transformation
-

GROUP 2: DESTINATION MARKETING

- Branding
- Digital marketing
- Direct marketing
- Content marketing
- Trade Shows and Road Shows
- Database and CRM marketing
- Reputation marketing
- ...

DECISION MATRIX

STRATEGIC FIELD

A. Destination Management B. Destination Marketing

Please rate the importance from 1 to 10 and calculate the final score.

No.	STRATEGIC FIELD	LJUBLJANA REGION	MARIBOR/CELJE REGION	GORENJSKA REGION	PRIMORSKA REGION	DOLENJSKA REGION	FINAL SCORE
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
Comments and Recommendations							

TOP 3 STRATEGIC FIELDS - FINAL DECISION

Field 1:

Field 2:

Field 3:

WORKSHOP 2: DECISION MATRIX

INSTRUCTIONS:

This matrix is designed to help identify and prioritize the most important strategic fields in the areas of Destination Management and Destination Marketing across key Slovenian regions.

- 1.** Prepare a list of 10 key areas based on the group discussion.
- 2.** For each strategic field, rate its importance in the following regions using a scale from 1 (least important) to 10 (most important)
- 3.** For each row (strategic field), sum the scores from all five regions to calculate the Final Score in the rightmost column.
- 4.** Use the designated field at the bottom to write qualitative feedback, insights, or any suggestions related to the prioritization process.
- 5.** Based on the Final Scores and your professional judgment, identify the three most important strategic fields.

COFFEE BREAK

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

“A significant portion will be directed toward digital platforms—particularly social media and content marketing—given their strong ROI and ability to reach highly targeted audiences. We'll also invest in SEO and performance-based advertising to enhance visibility and conversion rates.”

Kongres Barometer / Copyright © Kongres Magazine, 2025



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GROUP WORK 3

EISENHOWER MATRIX – round 1

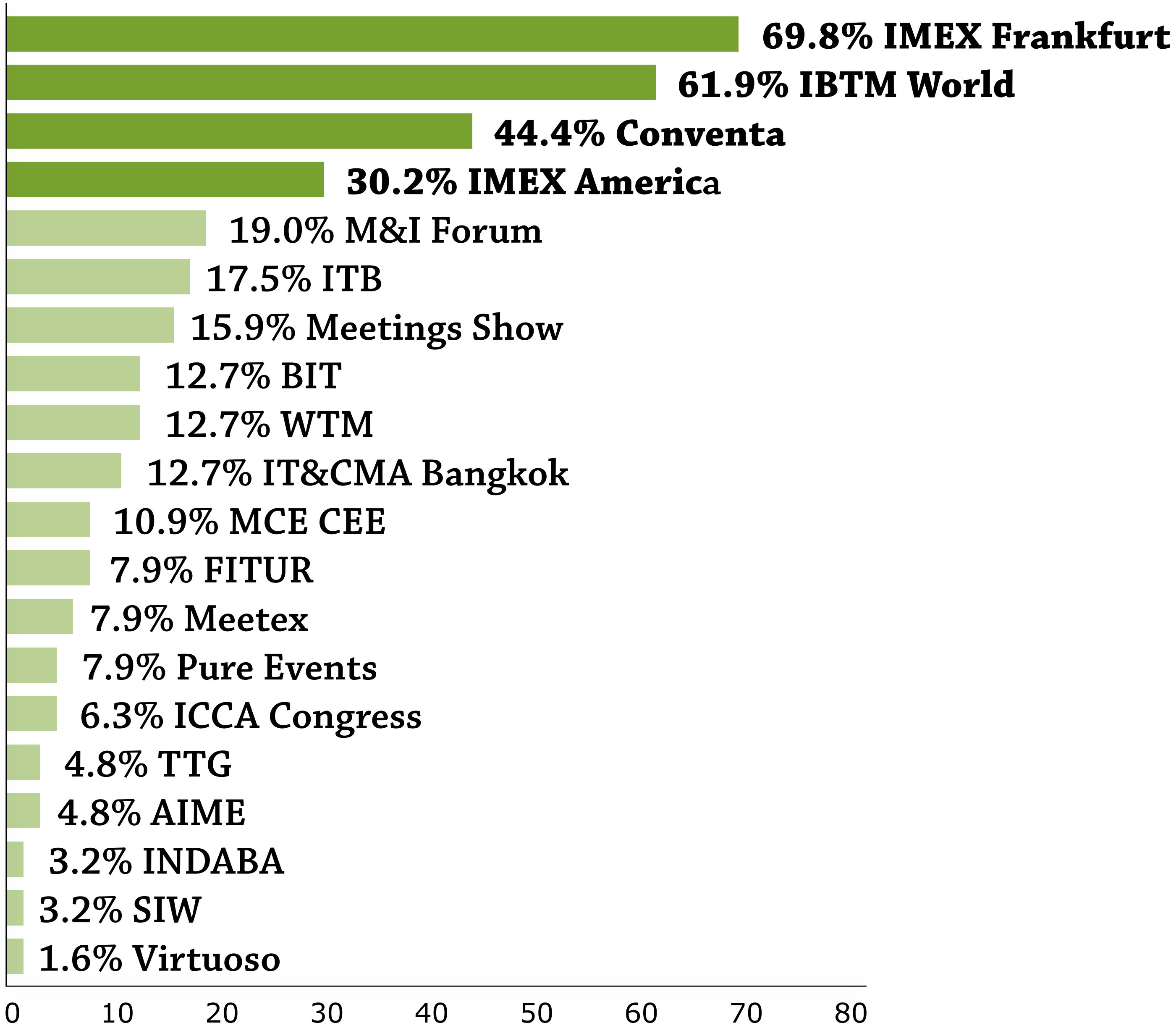
Prioritizing Strategic Projects for
Slovenia's Meetings & Events Industry



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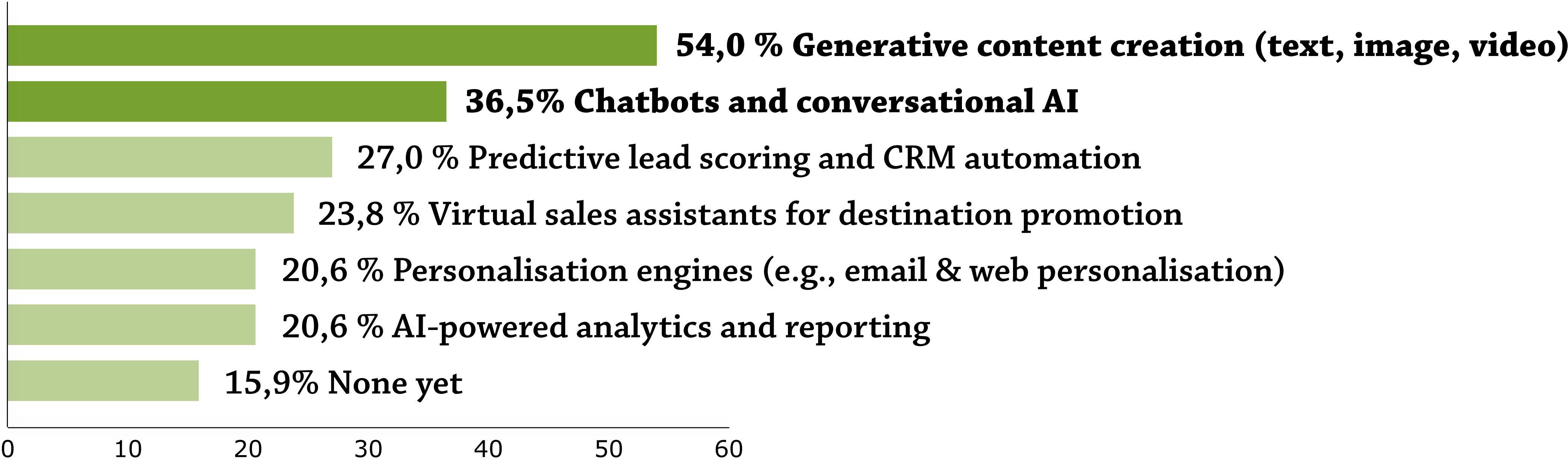
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**ZEITGEIST
MOMENT AND
TOOLS 16: In
your experience,
which B2B trade
shows have
proven to be the
most effective
and bring the
highest ROI for
your company?**





ZEITGEIST MOMENT AND TOOLS 17: Which AI-driven tools do you find most valuable for event marketing and sales?



EISENHOWER MATRIX – ROUND 1

Selected Strategic Area 1: _____

	URGENT	NOT URGENT
IMPORTANT	DO JUST DO IT	DECIDE DO LATER, MAKE A PLAN
NOT IMPORTANT	DELEGATE FIND SOMEONE TO HELP YOU	ELIMINATE IT SAY NO

ROUND 1 – INSTRUCTIONS

DO (IMPORTANT & URGENT)

These tasks require immediate attention and have significant consequences if delayed.

Examples: Crisis response, last-minute deadlines, urgent stakeholder requests.

DECIDE (IMPORTANT BUT NOT URGENT)

These are high-value tasks that contribute to long-term goals but don't require immediate action.

Examples: Strategic planning, relationship building, innovation projects.

DELEGATE (NOT IMPORTANT BUT URGENT)

Tasks that must be done soon but don't require your unique expertise.

Examples: Routine admin, bookings, logistical coordination.

ELIMINATE (NOT IMPORTANT & NOT URGENT)

Low-value distractions or time-wasters that don't align with your priorities.

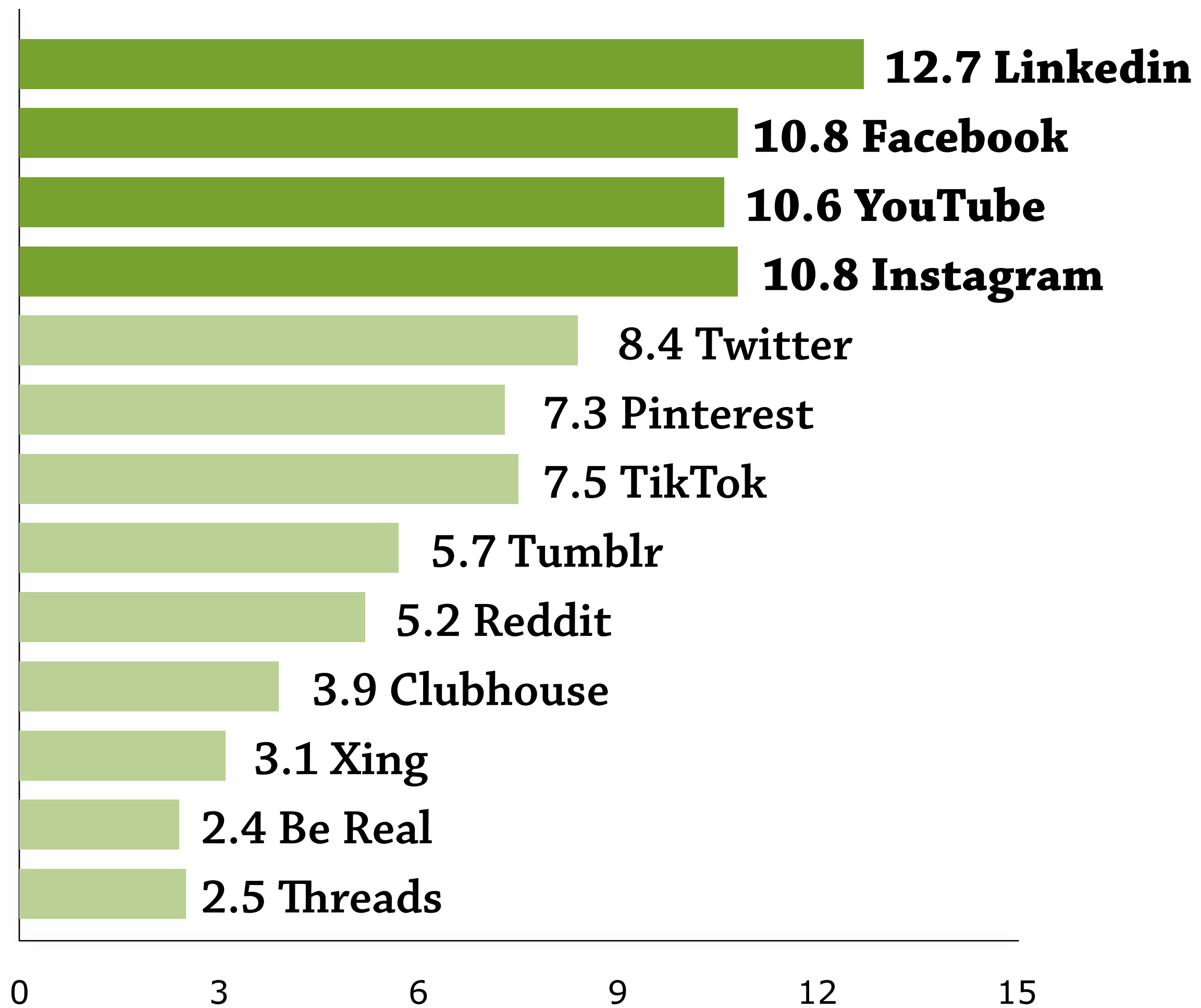
Examples: Unnecessary meetings, irrelevant emails, busywork.

GROUP WORK 3

EISENHOWER MATRIX – round 2

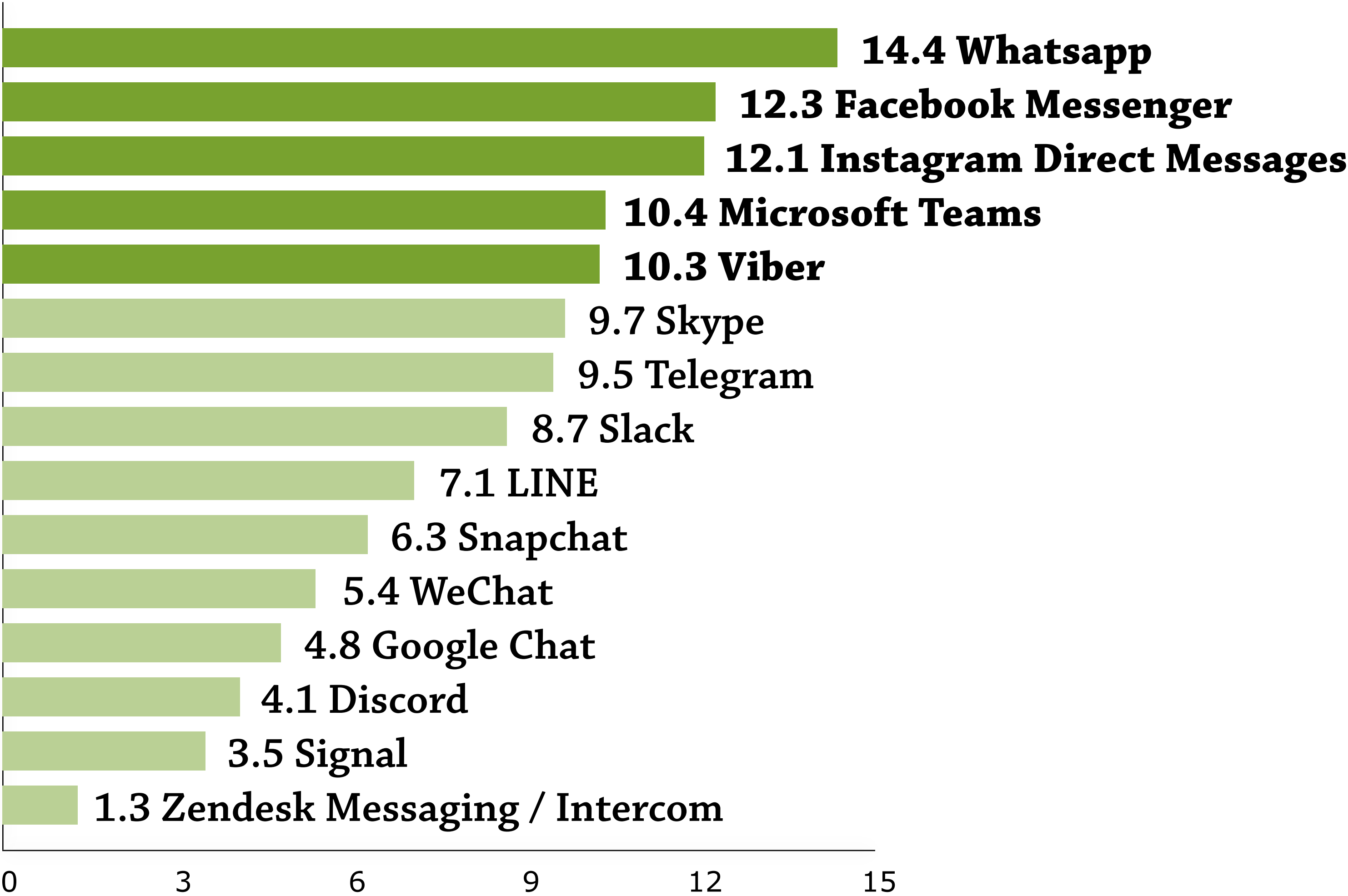
Prioritizing Strategic Projects for
Slovenia's Meetings & Events Industry

■ ZEITGEIST MOMENT AND TOOLS 18: Rate the following social media sites by their importance for your business





ZEITGEIST MOMENT AND TOOLS 19: Rate the following social media chat tools by their importance for your business.



EISENHOWER MATRIX – ROUND 2

Selected Strategic Area 2: _____

	URGENT	NOT URGENT
IMPORTANT	DO JUST DO IT	DECIDE DO LATER, MAKE A PLAN
NOT IMPORTANT	DELEGATE FIND SOMEONE TO HELP YOU	ELIMINATE IT SAY NO

LUNCH BREAK

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

“Main budget will be allocated to reinforce our brand positioning, amplify our sustainability efforts, and deepen engagement with clients and stakeholders across the events ecosystem. Our focus will be on high-impact areas that support our commitment to innovation, purpose-driven storytelling, and measurable value.”

Kongres Barometer / Copyright © Kongres Magazine, 2025



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GROUP WORK 3

EISENHOWER MATRIX – round 3

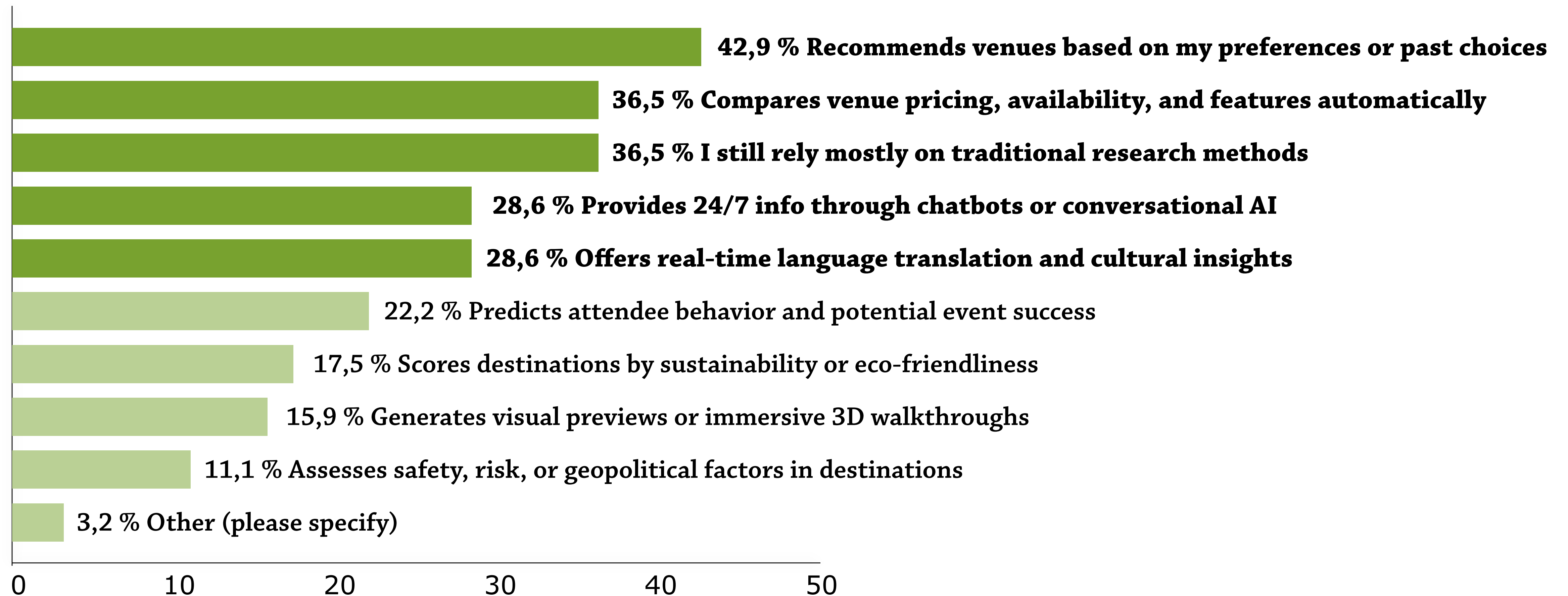
Prioritizing Strategic Projects for
Slovenia's Meetings & Events Industry



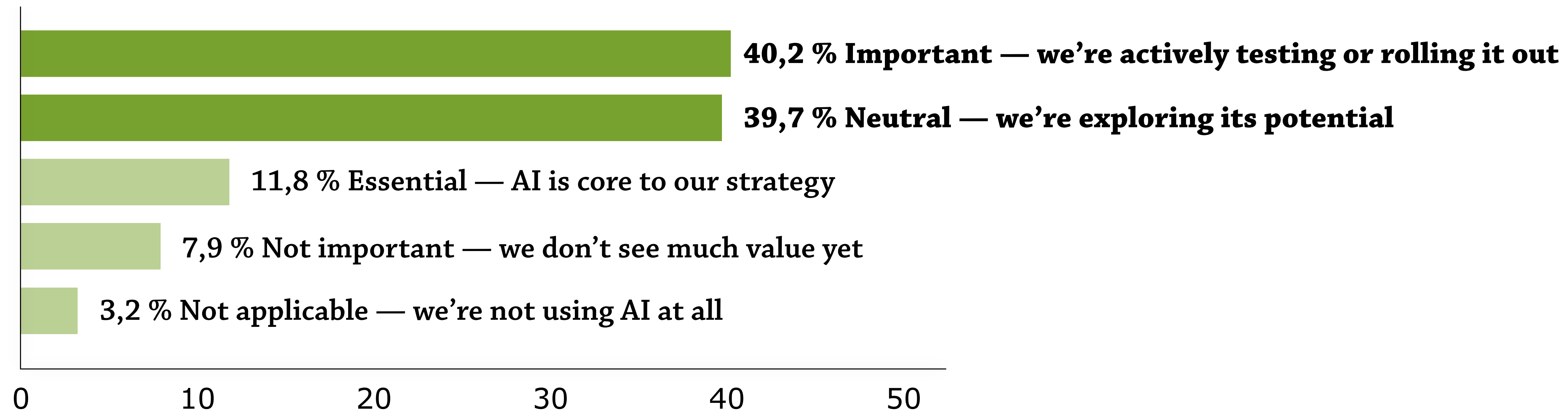
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ZEITGEIST MOMENT AND TOOLS 20: In what ways has AI changed how you search for and select event destinations or venues?



ZEITGEIST MOMENT AND TOOLS 21: How important is AI in your current destination or event marketing strategy?



EISENHOWER MATRIX – ROUND 3

Selected Strategic Area 3: _____

	URGENT	NOT URGENT
IMPORTANT	DO JUST DO IT	DECIDE DO LATER, MAKE A PLAN
NOT IMPORTANT	DELEGATE FIND SOMEONE TO HELP YOU	ELIMINATE IT SAY NO

GROUP WORK 4

FINAL MINDMAPPING AND TESTING

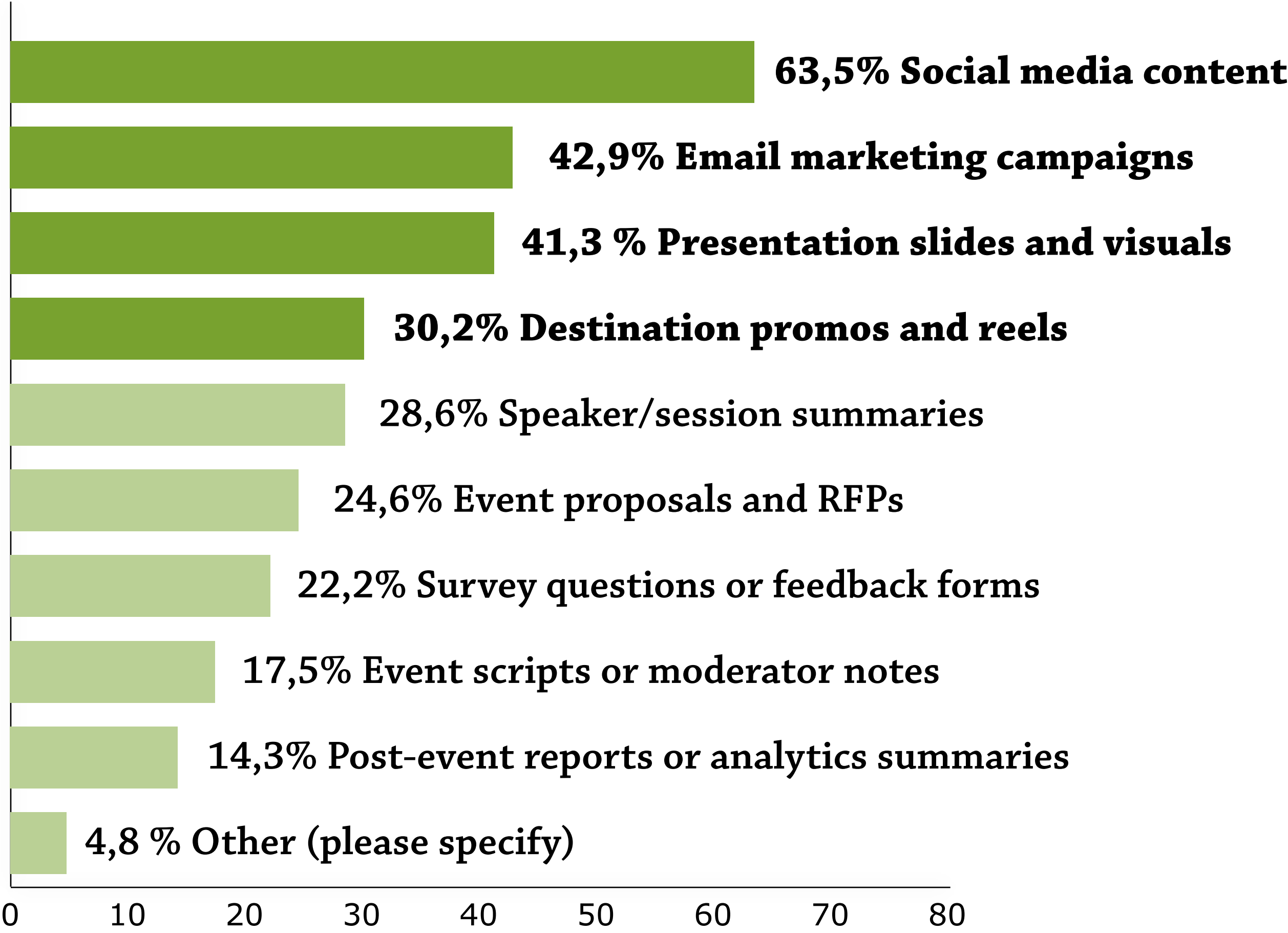


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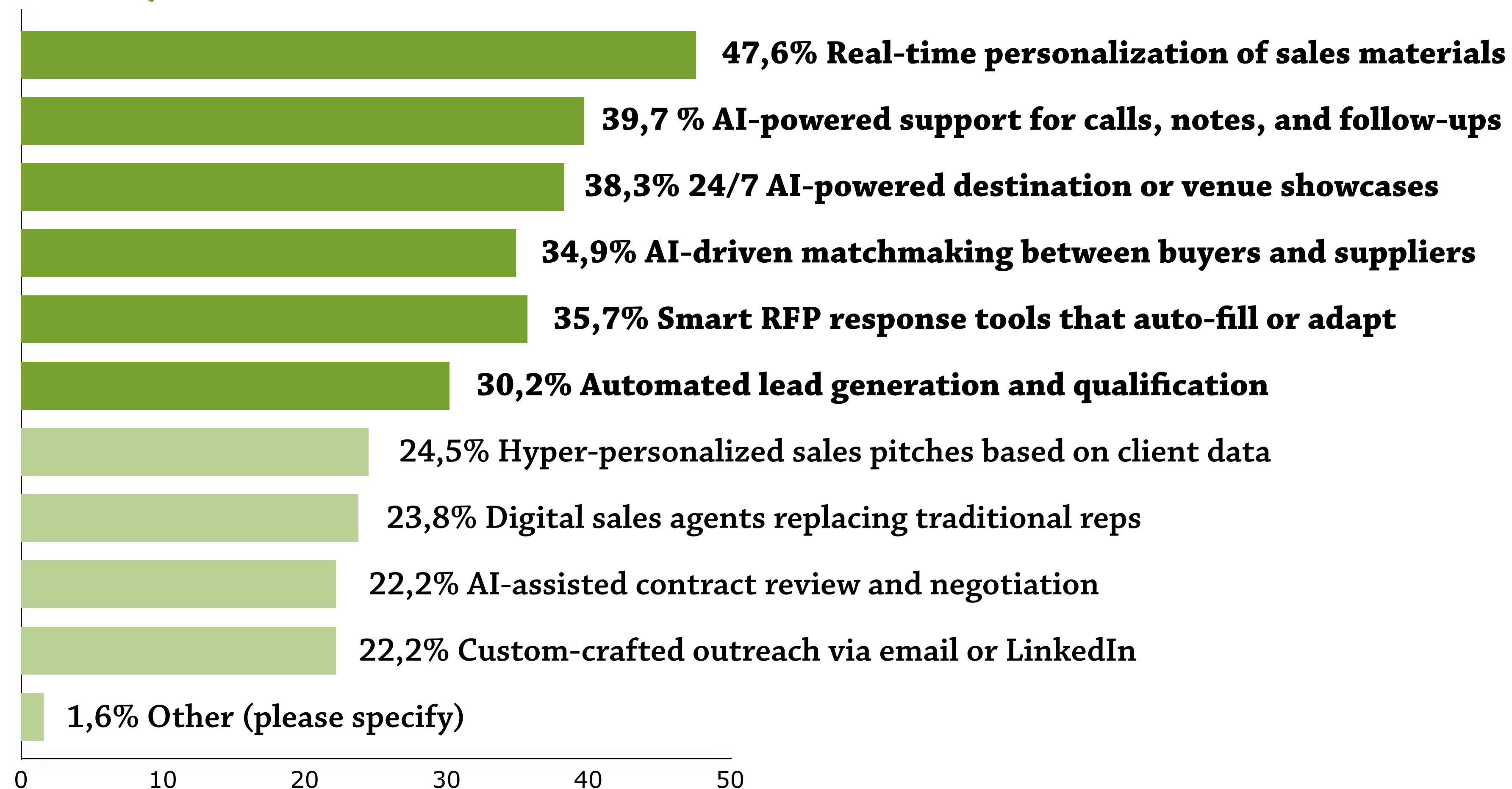
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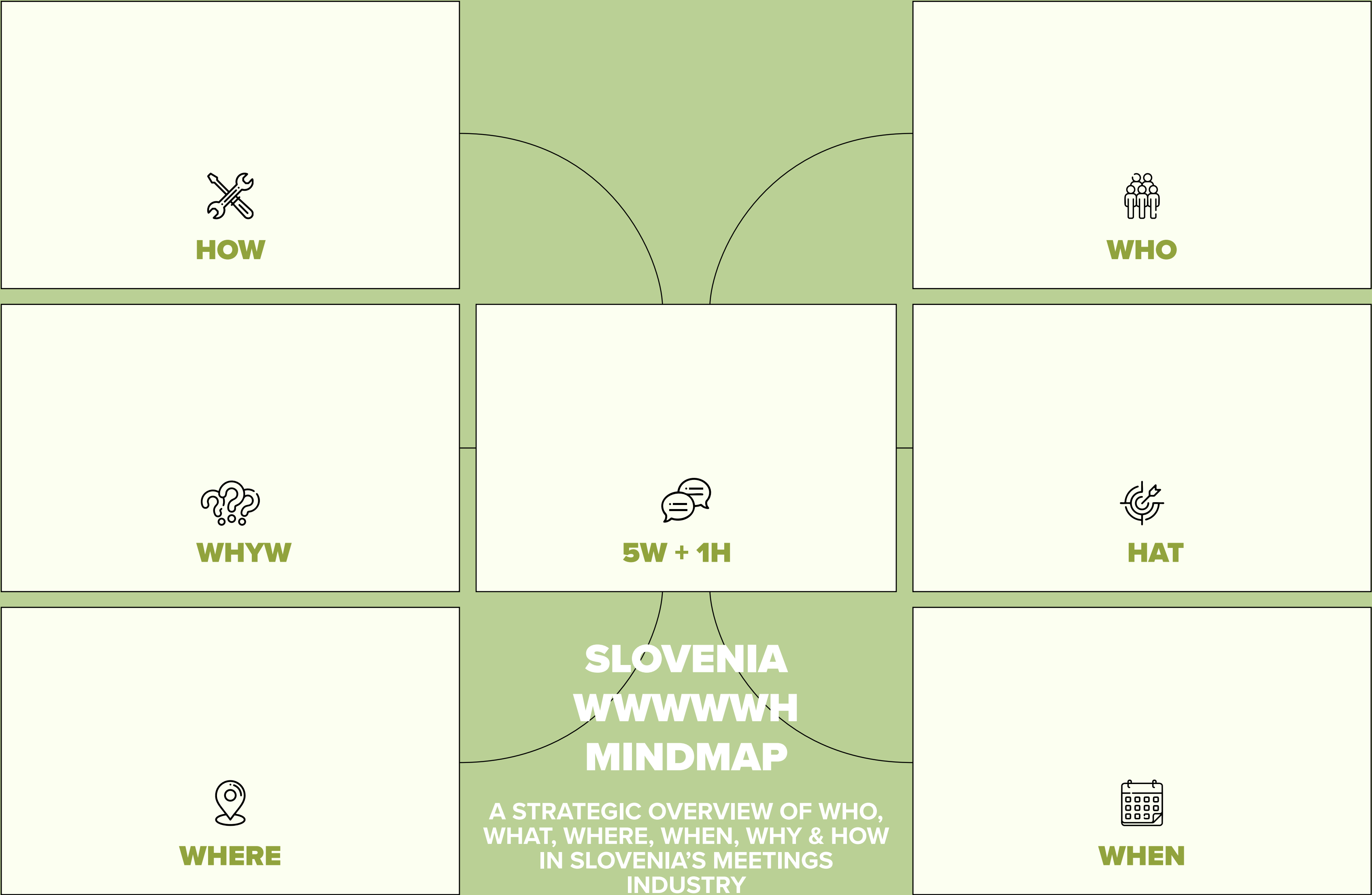
ZEITGEIST MOMENT AND TOOLS 22: What kind of content are you creating with the help of AI?



ZEITGEIST MOMENT AND TOOLS 23: How do you see AI transforming traditional event sales strategies over the next 2–3 years?



WWWWH MINDMAP



INSTRUCTIONS

Phase 1: Fill in Each Section

PHASE 1: FILL IN EACH SECTION

WHO

Identify key stakeholders: Who are the main actors in the meetings industry in Slovenia?

Who are your clients, partners, target groups (e.g., event planners, associations)?

WHAT

Clarify the offer and actions: What services, venues, and experiences does Slovenia offer?

What are the core products or solutions?

WHEN

When are the peak seasons or strategic timelines for action? When are key international events or decision deadlines?

WHERE

Where in Slovenia are the key meeting destinations? Where are your partners and markets located?

WHY: Justify the strategy:

Why should clients choose Slovenia? Why is the current focus or project important?

HOW: Plan the implementation:

How will you achieve your strategic goals? How will you promote, collaborate, and measure success?

PHASE 2: GROUP DISCUSSION & CONSOLIDATION

Facilitate discussion to align perspectives. Prioritize the most strategic insights.

Identify synergies, gaps, or opportunities.

PHASE 3: SUMMARIZE KEY FINDINGS INTO A STRATEGIC PITCH FOR IMEX AMERICA AND IBTM WORLD

Consolidate insights into a clear, compelling strategic pitch tailored for presentation at IMEX America.

123 PITCH

**THIS ISN'T JUST A PITCH — IT'S
SLOVENIA'S CALL TO THE WORLD!**

COFFEE BREAK

We'll be back at 15:30. Enjoy your break!

“One of the key challenges in 2025 is standing out in a crowded digital space while balancing automation with authentic communication. Rapid tech shifts, data privacy, and remote sales add pressure. Additionally, unstable political conditions in the country negatively impact all business segments, including marketing and sales.”

Kongres Barometer / Copyright © Kongres Magazine, 2025



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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.

**“Don’t play what’s there;
play what’s not there.”**

***Miles Davis, Innovative jazz
trumpeter and visionary***