



# Slovenian Convention Bureau

Strategy 2025 - 2030

PHASE 2 | Focus Group

WHY Workshop | May 13<sup>th</sup>, 2025



# CARUM RARUM | A unique Consulting team

Gorazd Čad | Ivo J. Franschitz

Sharing the idea of excellence.

# PHASE One | The Status quo.



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# Executive summary.

## “Analysis and review of the current state of the meetings industry in Slovenia”

Outcome: A complex 360-degree analysis of all segments of the meetings industry in Slovenia by region and product

**Pushing boundaries!**

## “Analysis of the market potential of the meetings industry in Slovenia compared to the international market”

Outcome: Definition of the key market potential of the Slovenian meetings industry and the general identification of future key international markets which the Slovenian meeting industry will focus on

**Focusing on the doable.**

## “Analysis of the perception of Slovenia as a destination suitable for MICE from the point of view of foreign event organizers”

Outcome: A total of 342 surveys completed with a representative international sample of event organizers

**Listening to the market.**

## “Analysis of the expectations of stakeholders in the Slovenian meetings industry”

Outcome: A total of 24 personal interviews

**Working together.**

# Pushing boundaries!



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# Analysis and review of the current state of the meetings industry in Slovenia.

## ➤ Plus + Minus

1.1. Comparison of the competitiveness of Slovenia's destination in the 6 key regions, as well as an overall comparison of Slovenia with four destinations in Europe: Austria, Croatia, Denmark and Estonia | **PLUS + MINUS**

1.2. Assessment of the current offer of the Slovenian meeting industry by 4 event products | **PLUS + MINUS**

1.3. Analysis of the demand for the Slovenian meetings industry for the period from 2018 to 2023 | **PLUS**

1.4. Analysis of the direct tourism impact of the meeting industry among KUS members for the period of 2018 to 2023 | **MINUS**



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A hand holds a magnifying glass over a scenic landscape at sunset. The magnifying glass focuses the view on a specific part of the landscape, making it appear larger and more detailed. The text "Focusing on doable." is centered over the magnified area.

**Focusing  
on doable.**



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# Analysis of the market potential of the meetings industry in Slovenia compared to the international market?

## ➤ Plus + Minus

2.1. Analysis of market potential by MICE segments in the international target markets and client behavior in these markets, based on the results of a separate survey among KUS members, which was conducted by the contractor

| PLUS + MINUS





Listening to the market.



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# Analysis of the perception of Slovenia as a suitable meeting destination from the point of view of foreign event organizers.

## ➤ Plus

3.1. Implementation of an online survey on the perception of Slovenia among foreign event organizers| **PLUS**



# Working together.



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# Analysis of the expectations of stakeholders in the Slovenian meetings industry.

## ➤ Plus

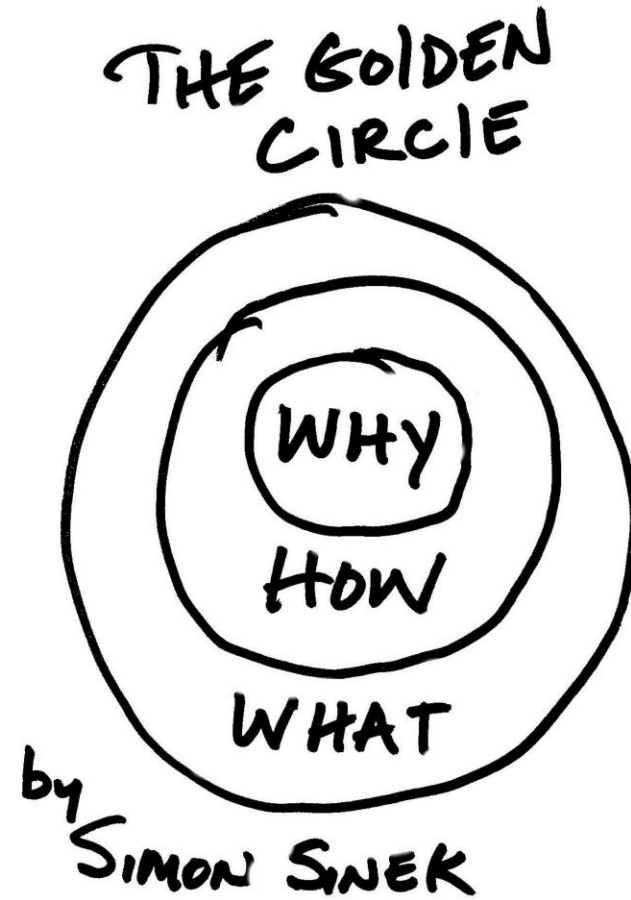
4.1. Personal interviews with local/regional/national key stakeholders | **PLUS**



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## PHASE Two | The Future.



Together.



# In a Nutshell.

## **“We are Future makers”**

1<sup>st</sup> Working group session

What will a future leading meeting destination look like in 2035?

**PRECOC (Pattern RECOGnition) future exercise.**

Original idea & concept by  
Jordan Waid | [jordanwaid.com](http://jordanwaid.com)

## **“WHY | The future purpose & landscape of our meeting industry”**

Short presentation

**Food for thoughts.**

## **“A future leading meeting destination”**

World cloud

What are your top three individual key elements/success criteria for a future leading meeting destination?

## **“What does it take?”**

2<sup>nd</sup> Working group session +  
Open forum

A top 10 list of key elements/success criteria for a future leading meeting destination.

## **“Where are the best practices & benchmarks?”**

Beehive + Open forum

Who are those currently leading meeting destination.

## **“WHY Slovenia, a future leading meeting destination.”**

3<sup>rd</sup> Working group session

How many of the top 10 elements/success criteria does Slovenia currently fulfil or will fulfil until 2030?

## **“WHY Slovenia, a winning argumentation.”**

4<sup>th</sup> Working group session +  
Open forum

Creating the top 10 arguments/answers for WHY Slovenia.

A close-up, angled shot of a futuristic, oval-shaped button. The button has a dark, textured center with the words "FUTURE" and "START" in a bold, white, sans-serif font, separated by a thin horizontal line. The button is encircled by a thick, metallic-looking silver ring that is illuminated with a bright blue light, creating a glowing effect. The background is a solid black, and the entire image is framed by a thick green border.

**FUTURE**

---

**START**

# We are Future makers.

## What will a future leading meeting destination look like in 2035?

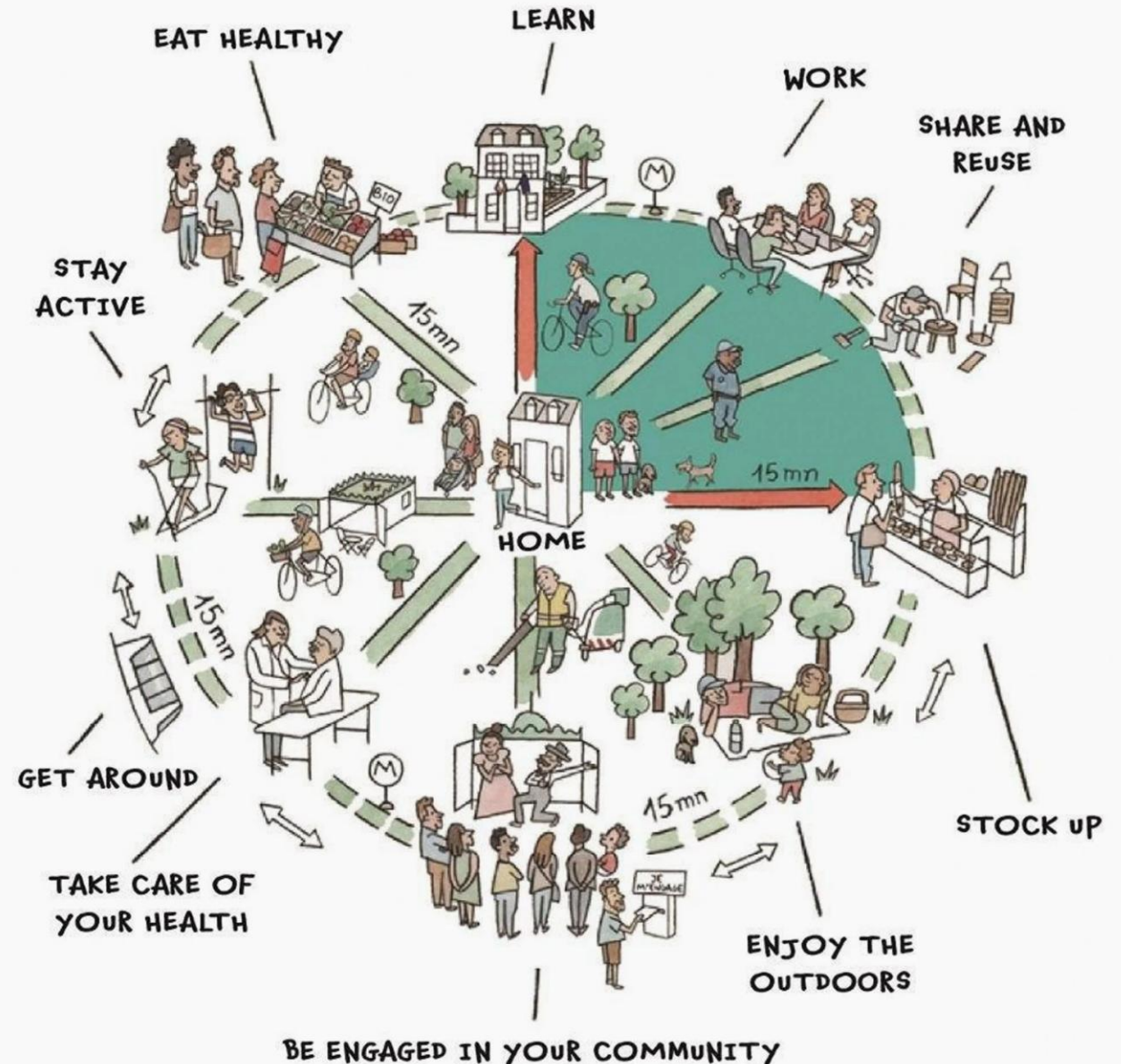
- Future-cast a meeting destination, provoked & inspired by 6 headlines/trends from the latest PRECOG reports
- ✓ 1<sup>st</sup> Working group session | Groups of 5-6 persons (Mix of business sectors)
- ✓ Group work + Group summaries (Word rap)



## 15-MINUTE CITY INVENTOR RESPONDS TO “SHOCKING” CONSPIRACY THEORIES

Originally already unveiled in 2015, the concept aims to encourage the development of polycentric cities where workspaces, shops, restaurants and entertainment are all placed locally, reducing the need to drive.

However, some people have claimed that 15-minute cities are part of a plan to restrict people's movement. This was echoed by UK member of parliament Nick Fletcher, who said that the measures "will take away personal freedoms".



## FLOATING CITY MADE OF RECYCLED PLASTIC WASTE CLEANSSES THE OCEAN

As the Earth's temperatures continue to soar, melting the ice caps and rapidly rising the sea levels, many countries have already begun to urbanize the sea to prevent themselves from becoming submerged under water like modern day 'atlantises'.

Following in the footsteps of South Korea's Buzan project and Saudi Arabia's Oxagon, Estudio Focaccia Prieto proposes Polimeropolis — a giant cluster of floating cities enclosing lagoons of uncontaminated ocean water to offer a new sustainable ecosystem of habitation.



## MOROCCAN DESERT ETHEREAL BACKDROP FOR ES DEVLIN- DESIGNED YSL SHOW

The setting of Saint Laurent's Spring Summer 2023 menswear show honors the beauty of Morocco. The brand's creative director teamed with London-based artist and stage designer Es Devlin to create a dream-like set in the middle of Agafay desert.

The centerpiece of the show, a luminous ring rises from a circular pond and emits clouds of mist, setting the atmosphere for the show. Seeking to respect the delicate ecology of the landscape, the group strived toward a low-impact design. This led to the use of non-potable water within the pool which, after the event, is slated for agricultural use in the area.



## FORGET ABOUT CARBON FOOTPRINT. TRY “CLIMATEMAXXING.”

The concept of "climatemaxxing," as introduced by Grist's Kate Yoder, is a fresh approach to personal climate action that shifts the focus away from the traditional-and often guilt-laden-notion of the "carbon footprint."

The term draws inspiration from the social media trend of “-maxxing,” where individuals optimize aspects of their lives (like “gymmaxxing” for fitness or “sleepmaxxing” for rest) is a form of self-improvement.

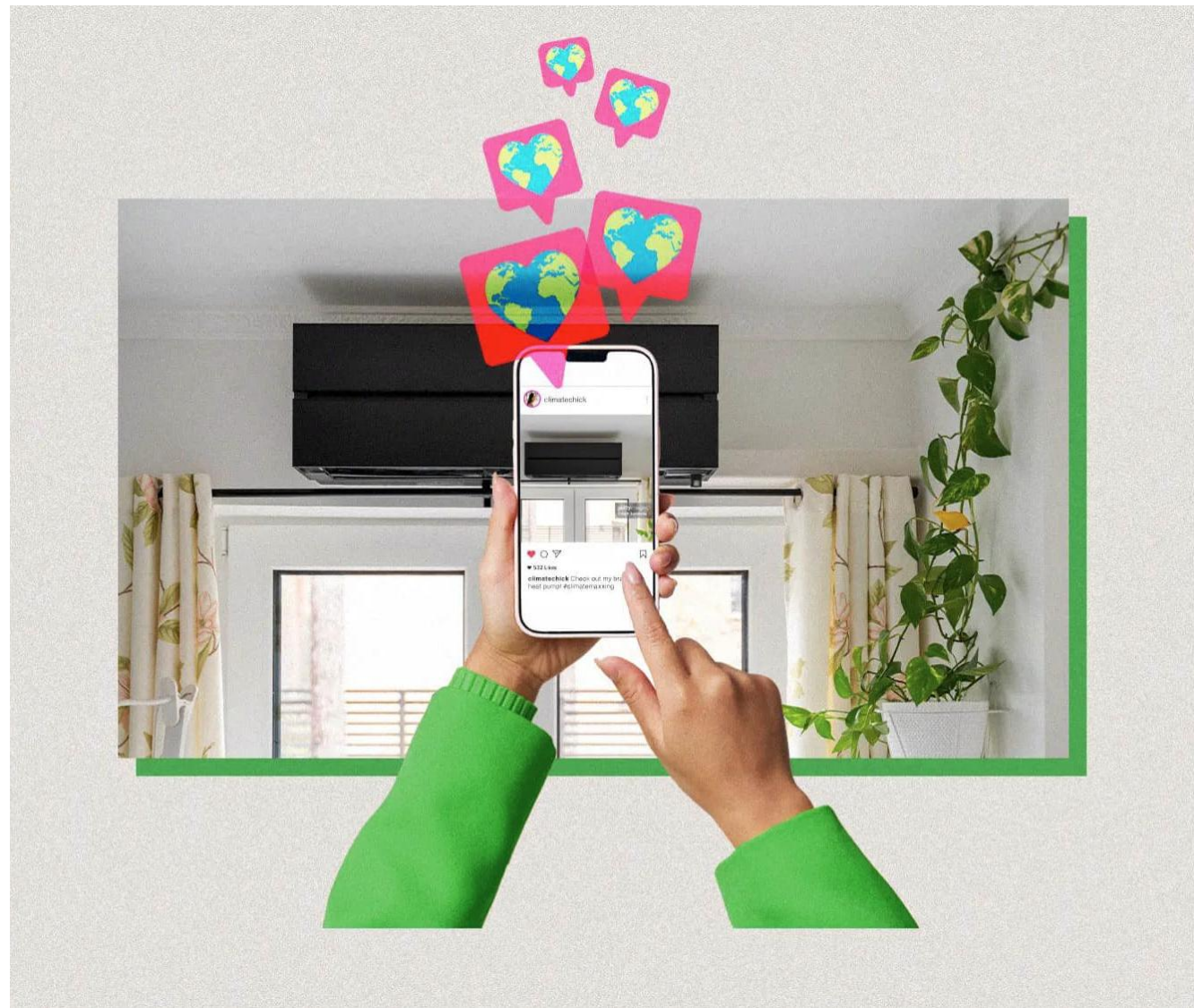
### What Is Climatemaxxing?

Climatemaxxing reframes climate action as an aspirational and even enjoyable challenge, rather than a series of sacrifices or a tally of personal failings.

Instead of obsessing over reducing every gram of carbon, climatemaxxing encourages people to maximize their positive climate impact-at home, at work, and in their communities.

### Why Move Beyond the Carbon Footprint?

The carbon footprint concept was popularized by BP and other oil companies to shift responsibility for climate change onto individuals, diverting attention from the systemic and corporate changes needed to address the crisis. This framing has led to a sense of pessimism and helplessness, with fewer people believing their personal actions can make a difference.



## FLOATING ARCHITECTURE FROM UPCYCLED PLASTIC MODULES

An adaptable, climate-resilient system of floating architecture dubbed Land on Water has been proposed by Danish Maritime Architecture Studio 'MAST.'

The design strategy promises to be more sustainable and flexible than traditional methods of building on water.

The team notes that this system, which uses recycled plastic, can be applied to build 'almost anything on water,' from 'floating houses in Seattle, to floating campsites at the centre of Oslo fjord, to saunas on Hobart's riverfront.'



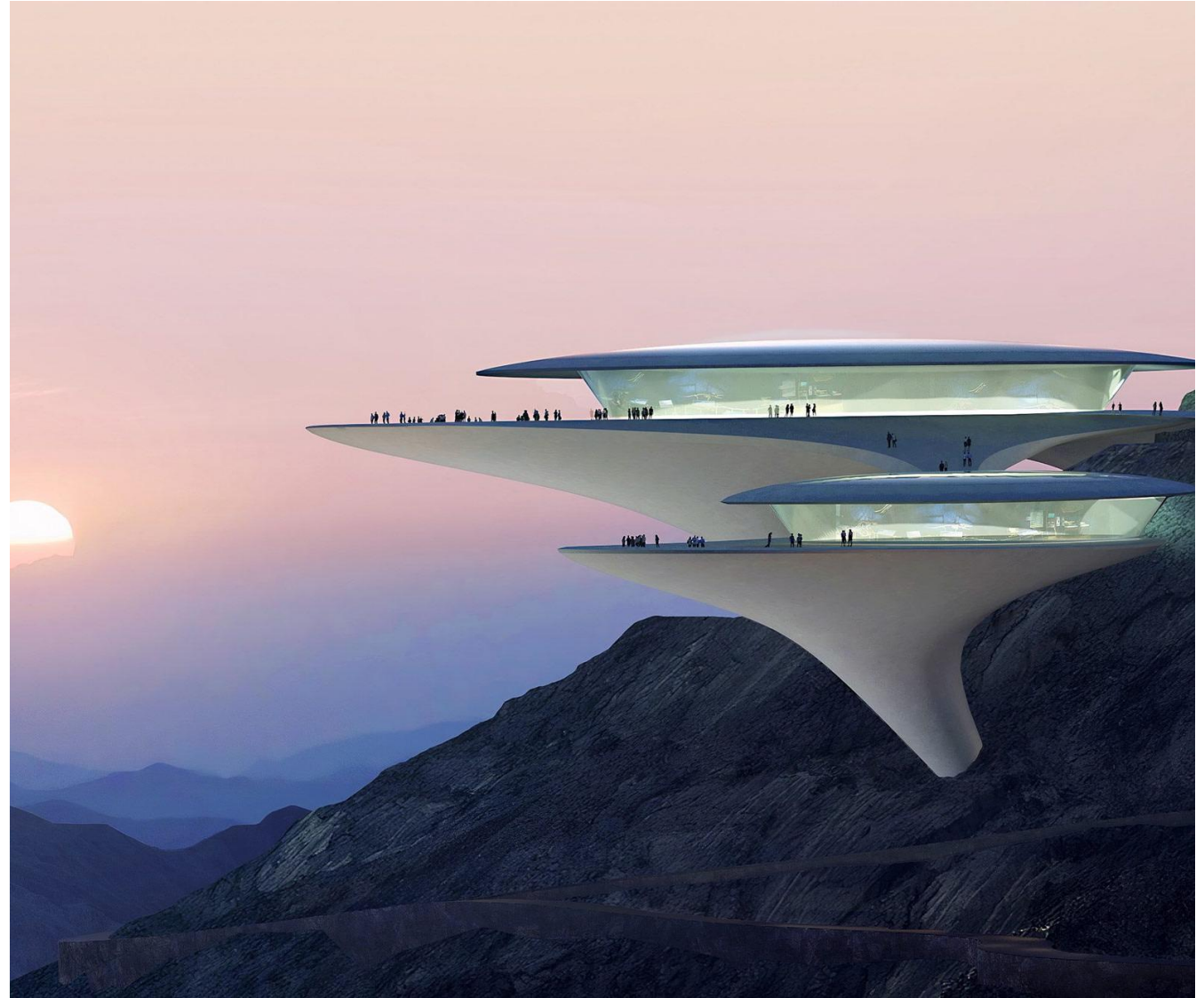
## ZAHA HADID ARCHITECTS DESIGNING SINUOUS LOOKOUT AT NEOM SKI RESORT

The lookout is set to be built as part of the Trojena ski resort in the north of Saudi Arabia, which is being masterplanned by German studio LAVA architects.

Named the Mountain Observatory, the building will overlook the central lake as part of a district within Trojena named Discover.

Few details of the viewpoint have been made public, but renders show an enclosed space jutting out from the cliffside. Alongside the main space, one version shows an open-air viewing platform, while the other shows a lower, secondary enclosed room.

"A peak panoramic viewpoint showcasing the mountain's natural beauty and providing visitors visual access to the mountain's finest details through innovative technology," said a description on the Neom website.



# We are Future makers?

## What will a future leading meeting destination look like in 2035?

- Future-cast a meeting destination, provoked & inspired by 6 headlines/trends from the latest PRECOG reports
- ✓ 1<sup>st</sup> Working group session | Groups of 5-6 persons (**Mix of business sectors**)
- ✓ Group work + Group summaries (Word rap)



**Refresh &  
Recharge break.**



# Tourism.



# Business Events.



# **Beyond Tourism: The Business Events Sector**

A Key driver & partner for destination development

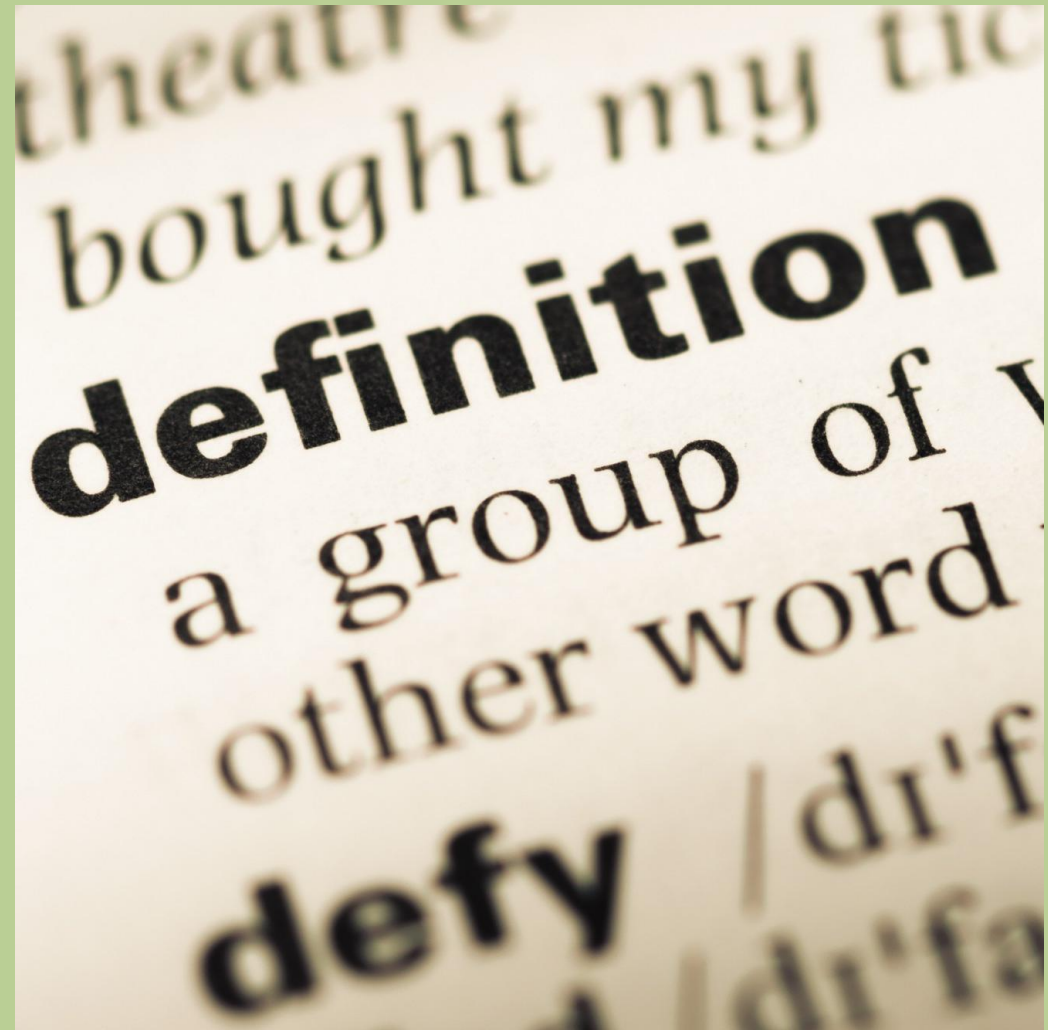
# The Purpose.



# Business Events.

The Business event is an occurrence that happens at a given place and time, where people gather (live & thru digital means) to engage, share and learn, for a defined business occasion and with a business purpose (in contrast to a Private event).

The Business event is an essential tool in the field of live communication, and an integral part of any professional marketing & communication strategy.



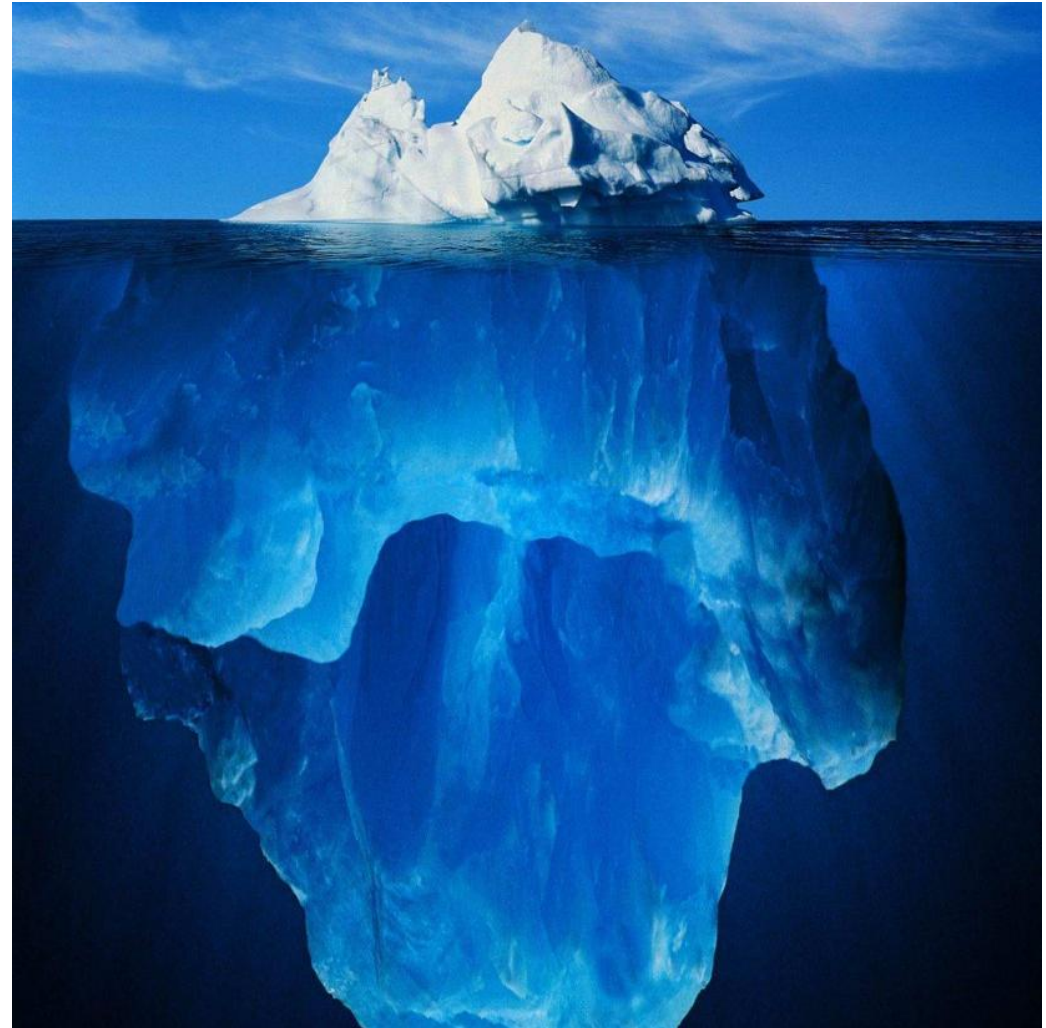
# Impact

**VISIBLE impact | Direct Economic effect**

**INVISIBLE impact | “Catalytic” effects**

- ✓ **NEW Relationships**
- ✓ **NEW Knowledge**
- ✓ **NEW Talents**
- ✓ **NEW Innovations**
- ✓ **NEW Investors**
- ✓ **NEW Industries**
- ✓ **NEW Legacy**

Sources: e.g. UNTWO, Events Industry Council,  
The Iceberg, Oxford Economics





NEXT.



**The Future Client.**  
“Building communities”

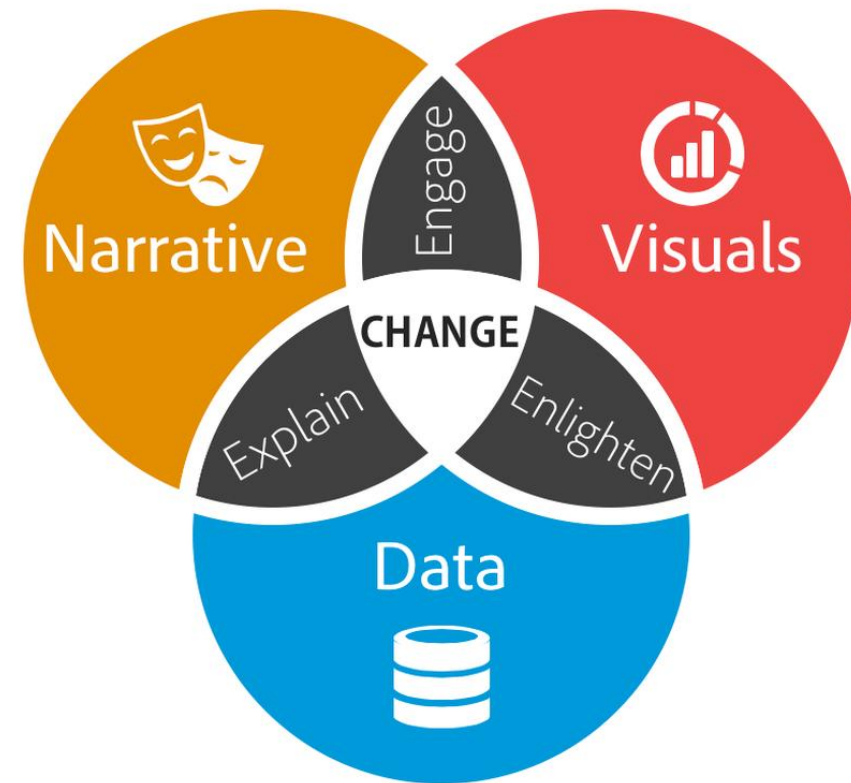
A group of friends are seen from behind, sitting in the back of a convertible car. They are all raising their hands in the air, making peace signs and a heart shape. The scene is set against a bright, golden sunset, with the sun low on the horizon. The car is driving on a road, and the background shows a hilly landscape. The overall mood is joyful and carefree.

**It's all about the  
experience!**

# From Story-telling to Story-living.

- ✓ Explain.
- ✓ Enlighten.
- ✓ Engage.
- ✓ **CHANGE!**

© Brent Dykes | published in the Forbes Magazine | 2016



# OLD and Future expectations and priorities of Event participants

Insights involving Joyce Wittelaar

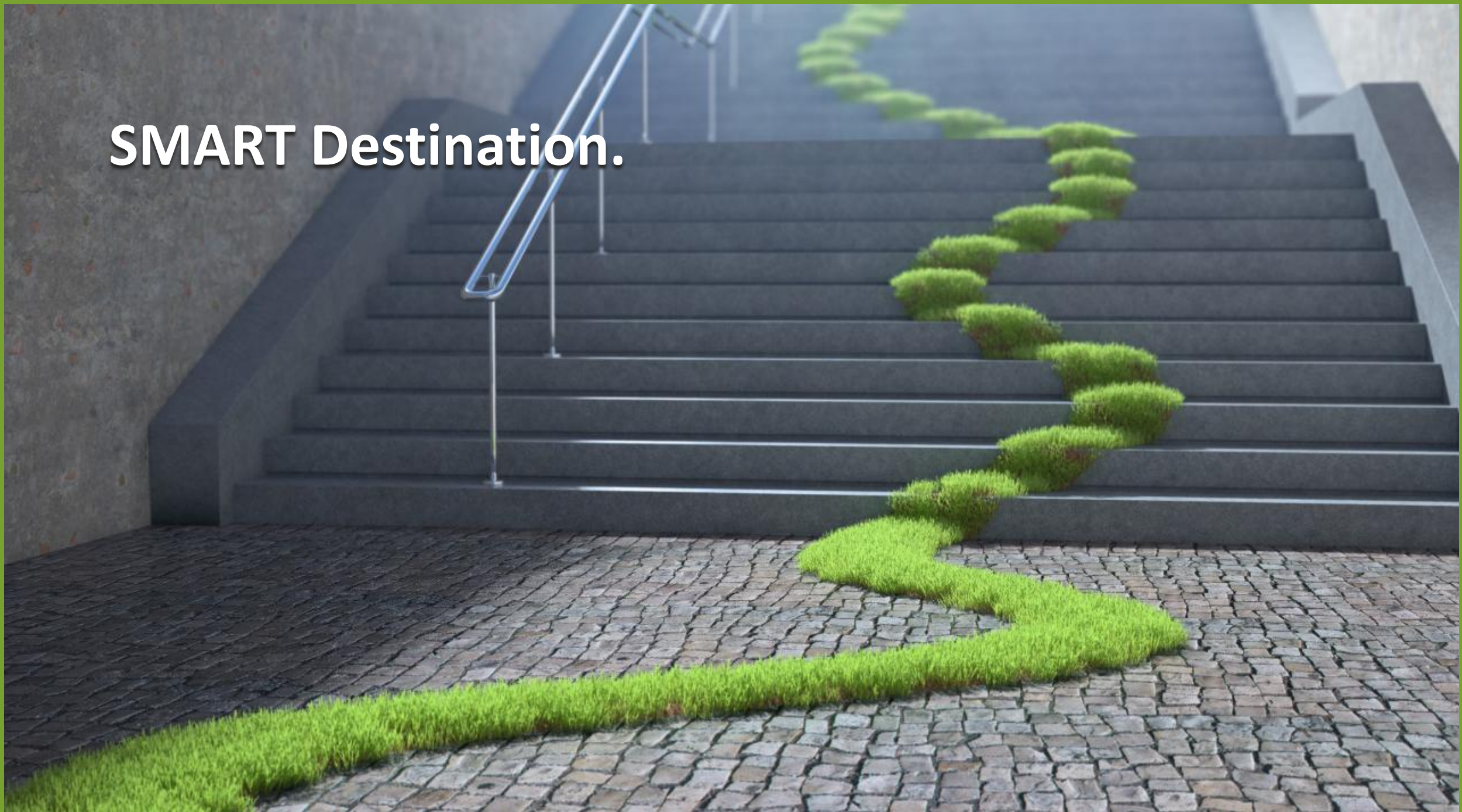
| Aspect           | Traditional (Old) Priorities      | Future Expectations and Priorities         |
|------------------|-----------------------------------|--------------------------------------------|
| Networking       | In-person, informal               | Deeper, collaborative, ongoing             |
| Learning         | Expert-led, structured            | Peer-to-peer, interactive, flexible        |
| Event Experience | Venue, destination, social events | Personalized, inclusive, well-being focus  |
| Impact           | Business deals, knowledge gain    | Societal impact, sustainability, SDGs      |
| Technology       | Minimal, mostly onsite            | Integrated, hybrid, real-time engagement   |
| Partnerships     | Buyer-supplier dynamic            | Equal partners, cross-sector collaboration |

**Being connected.**



**The Future Destination.**  
“Creating live communication platforms”

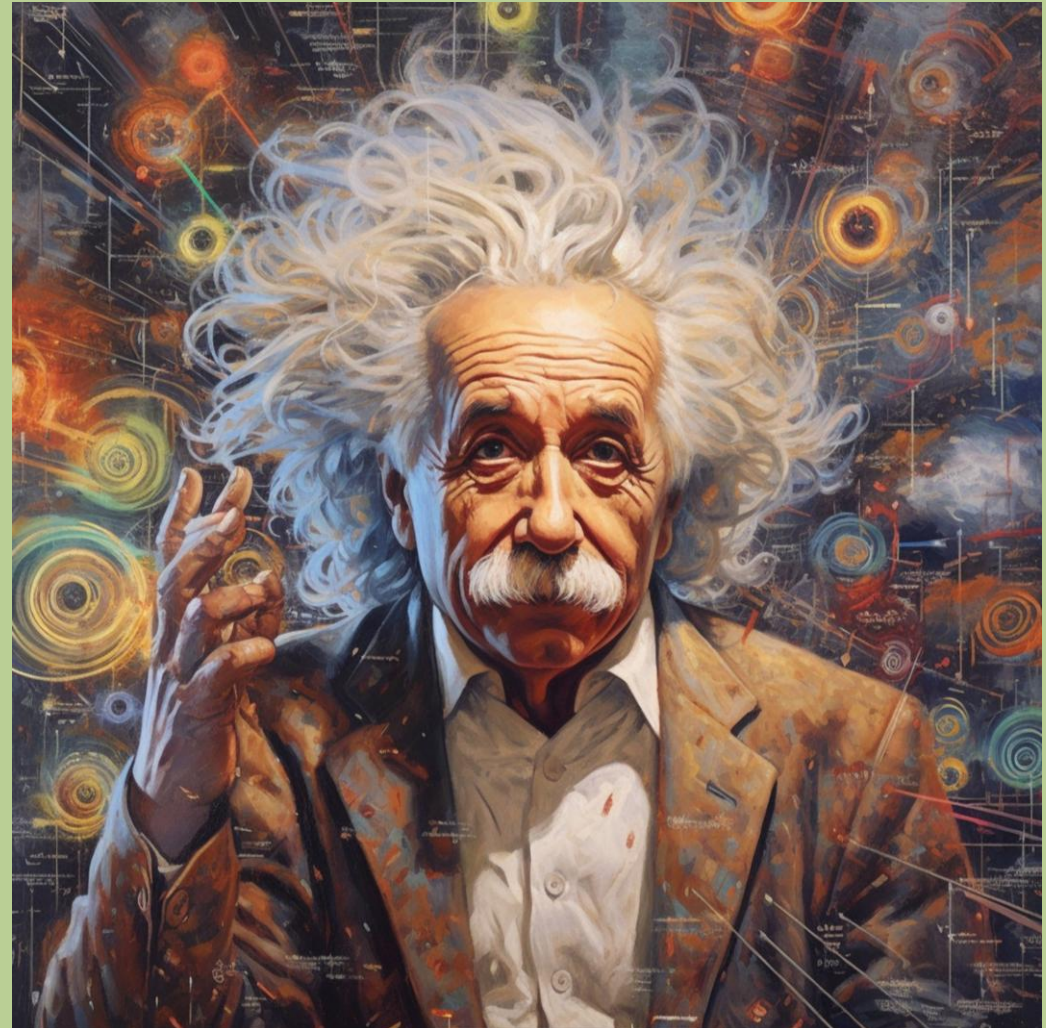
**SMART Destination.**



# Being SMART.

- ✓ **S**ustainable
- ✓ **M**indful
- ✓ **A**gile
- ✓ **R**eputable
- ✓ **T**ransformational

Original quote by Gerrit Jessen  
(GJC | gecoman.de & ENITED network of excellence partner)



# Stop SELLING. Start DEVELOPING.

## The 6 P's of Destination development

- ✓ Policy-making in the destination
- ✓ Partnering with stakeholders & speaking partners
- ✓ Product/Service development in the destination
- ✓ Positioning the destination
- ✓ Promoting the destination
- ✓ Presenting the destination



# Solutions.



# Services.

# Building Live Communication Platforms.



# **The Future Business Events Sector.**

## **“The Matchmaker”**

A high-angle photograph of a group of skydivers in a circular formation, holding hands and floating over a vast expanse of white clouds under a clear blue sky. The skydivers are silhouetted against the bright sky, and their bodies are spread out in a wide circle. The clouds below are dense and white, creating a textured background. The overall scene conveys a sense of unity and teamwork.

**Collaboration &  
Engagement.**

**Change of  
Mindset.**



# Product versus Customer

## OLD | “PRODUCT centric” (4 P’s)

- ✓ Product
- ✓ Price
- ✓ Place
- ✓ Promotion

## NEW | “CUSTOMER centric” (SAVE)

- ✓ Solution
- ✓ Access
- ✓ Value
- ✓ Education

# The New Focus.

- ✓ New Engagement
- ✓ Different Value proposition
- ✓ Greater Inclusion
- ✓ Stronger evidence-based Argumentation
- ✓ Attractive Marketplace

Demonstrating competence.  
Showcasing excellence.  
Documenting relevance.



**(Sustain)Ability of  
Business events.**



**1** NO  
POVERTY



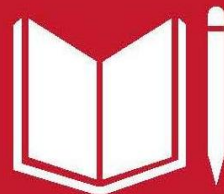
**2** ZERO  
HUNGER



**3** GOOD HEALTH  
AND WELL-BEING



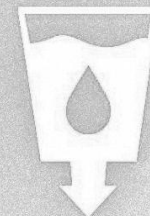
**4** QUALITY  
EDUCATION



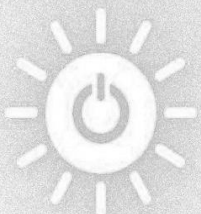
**5** GENDER  
EQUALITY



**6** CLEAN WATER  
AND SANITATION



**7** AFFORDABLE AND  
CLEAN ENERGY



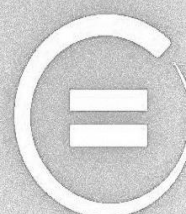
**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



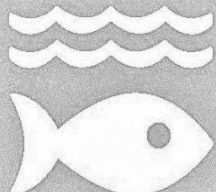
**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



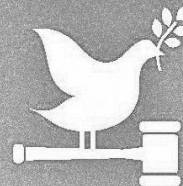
**14** LIFE  
BELOW WATER



**15** LIFE  
ON LAND



**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



**17** PARTNERSHIPS  
FOR THE GOALS



**SUSTAINABLE  
DEVELOPMENT  
GOALS**

**“A Force for Excellence.  
A Force for Collaboration.  
A Force for Innovation.  
A Force for Good.”**

**Annleyg Lamhauge (Destination Faroe Islands)**

# A future leading meeting destination.

**What are your top three individual key elements/success criteria for a future leading meeting destination?**

✓ Individual (Slido Word cloud)





**What are your top three individual key elements/success criteria for a future leading meeting destination?**

# What does it take?

Create a top 10 list of key elements/success criteria for a future leading meeting destination (No infrastructure, logistic and hospitality/tourism elements).

- ✓ 2<sup>nd</sup> Working group session | Groups of 5-6 persons (**Mix of business sectors**)
- ✓ Group work + Group summaries
- ✓ Open forum
- ✓ Consolidation of working groups results into one top 10 list



# Networking lunch.



# Where are the best practices & benchmarks?

**Who are those currently leading meeting destination, in your opinion?**

✓ Beehive (Slido Word cloud)





**Who are those currently leading  
meeting destination, in your opinion?**

# Where are the best practices & benchmarks?

**How many of those top 10 elements/success criteria do they fulfil?**

✓ Open forum



# WHY Slovenia, a future leading meeting destination.

**How many of the top 10 elements/success criteria does Slovenia currently fulfil or will/can fulfil until 2030?**

**Are there unique elements/criteria or arguments which are not on that top 10 list, but should be added for Slovenia?**

**How can the 6 defined regions enhance and enrich those arguments?**

- ✓ 3<sup>rd</sup> Working group session | Groups of 5-6 persons (**of regions**)
- ✓ Group work + Group summaries



**Refresh &  
Recharge break.**



# WHY Slovenia, a winning argumentation.

**Create the top 10 arguments/answers for WHY Slovenia.**

- ✓ 4<sup>th</sup> Working group session | Groups of 5-6 persons (**of regions**)
- ✓ Group work + Group summaries
- ✓ Open forum
- ✓ Consolidation of working groups results into one top 10 list







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# Slovenian Convention Bureau

Strategy 2025 - 2030

PHASE 2 | Focus Group

HOW Workshop | May 27<sup>th</sup>, 2025

WHAT (WHO) Workshop | May 28<sup>th</sup>, 2025

**Anything is possible.  
If you take the first step.**



**ENITED business events**  
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