



City of
Ljubljana
City Administration

Mayor's Cabinet

Office for Public
Relations

Adamič-Lundrovo nabrežje 2
1000 Ljubljana, Slovenia
phone: +386 1 306 12 88
fax: +386 1 306 10 21
glavna.pisarna@ljubljana.si
www.ljubljana.si

Press release

The Conventa Best Event Award 2016

The information point of Ljubljana - European Green Capital 2016 named Point. For You. has won the prestigious Conventa Best Event Award 2016 in the B2C communication category.

The project was entered in the international contest, which is run each year before the start of the international Conventa business trade show with the encouragement of Ljubljana Tourism, the organisation that has co-organised the event from the very beginning. The following three acclaimed foreign experts comprise this year's jury: Martijn Timmermans, co-founder and creative director at the Red Line Project & Event StoryBoard from the Netherlands, Jan-Jaap In der Maur, founder-moderator at Masters in Moderation from the Netherlands, and Patrick Delaney, an internationally acclaimed meetings industry expert and Managing Partner at Ireland's SoolNua consultancy. Innovativeness, creativity, execution, effects, promotion and use of sustainable practice were used for the assessment of the competing projects.



Mayor of the City of Ljubljana Zoran Janković, Deputy Mayor Tjaša Ficko, the Head of Ljubljana – European Green Capital project, with some of the Ljubljana – European Green Capital 2016 team members, Patrick Delaney, Managing Partner, SoolNua, and Miha Kovačič, Director of the Slovenian Convention Bureau.
Photo: T. Ramujkić

Projects that were implemented between 31 August 2015 and 30 September 2016 were eligible to participate, and the applicants were from seven European countries. Among the 12

projects that applied, the Point. For You. information point of Ljubljana - European Green Capital 2016 was awarded 140 points by the international committee, and the second-placed project trailed 8 points behind.

The happening in the Point. For You., which was positioned in front of the Town Hall in 2016, was characterised by a free full-year programme of Ljubljana – European Green Capital 2016. The project aimed different target groups and hosted over 600 events visited by almost 34,000 people. All Ljubljana district communities actively participated - each of them was an ambassador of Ljubljana - European Green Capital 2016 for three weeks, during which they organised many green activities and events in their area; over 220 in total. In addition to the district communities, many partners were involved in programme preparation; from public institutions and companies that work under the auspices of the City of Ljubljana, to schools and kindergartens and non-governmental organisations, individuals, and private companies. In total, over 300 stakeholders participated in the creation of the programme.



The Point. For You. information point of Ljubljana - European Green Capital 2016 hosted over 600 events visited by almost 34,000 people. Photo: D. Kordić

As the winner of the Best Event Award 2016, Point. For You. will also be presented in the Conventa catalogue (or in a special issue of *Kongres magazine*) along with the text from the application.

The award is an additional recognition for an already well-established project at the Conventa trade show, the largest business meeting point for congress tourism in the New Europe area, which was held on 18 and 19 January at the Ljubljana Exhibition and Convention Centre.