



ICCA
Central
Europe



CHANGE OF PERSPECTIVE

ICCA Central European
Chapter Meeting 2026

Preliminary Programme

ICCA-CEC PRE-PROGRAMME

Sunday, 6 September 2026

14:30 – 16:30 Discover Ljubljana
Guided City Tours
Meeting Point Town Hall

17:00 – 18:00 Track A: Town Hall

**Networking: Networking Session for
ICCA First Timers**

Facilitated by **Efi Koudeli**

Track B: Town Hall

Networking: ICCA Business Exchange
Regional networking, knowledge
exchange and new business
opportunities.

Moderated by **TBC (ICCA)**

WELCOME RECEPTION AND OPENING NIGHT

Sunday, 6 September 2026

Venue: Center Rog

19:00 – 22:00 Join fellow delegates for the official opening of ICCA CEC 2026. An evening of networking, celebration and the first spark of the Unicorn Awards, set in one of Ljubljana's most inspiring creative venues.

CHANGE YOUR PERSPECTIVE – DAY 1

MONDAY, 7 September 2026

Venue: Cankarjev dom Ljubljana

07:00 – 08:00 **Activation: Morning in Ljubljana's Green Heart**

Start your day with a refreshing walk through Tivoli Park, Ljubljana's green heart
Meeting point Museum of Modern Art

08:30 – 09:00 **Coffee & Networking**

09:00 – 09:10 **Welcome Session: A New Perspective Begins - Welcome to ICCA-CEC**

Chapter Chair: **Marina Knittel**

Chapter Co-Chair: **Magdalena Holowinska**

09:10 – 09:25 **Opening Ceremony: Connecting Perspectives**

Karmen Novarlič, Head of Business Communication Department, Slovenian Tourist Board

Petra Stušek, CEO at Ljubljana Tourism

Senthil Gopinath, CEO at ICCA

Moderated by **Patrick Delaney**

09:25 – 10:00 **Panel: Changing Perspectives: Leading Through Transformation**

Senthil Gopinath, CEO at ICCA

Petra Stušek, CEO at Ljubljana Tourism

Fredi Fontanot, CEO at Slovenian Convention Bureau

Angeles Moreno, Jack Morton

Moderated by **Patrick Delaney**

10:00 – 10:15 **ICCA Update: The Road Ahead**

Efi Koudeli, Senior Regional Director Europe

10:15 – 10:40 **Keynote: How Creativity Makes Events Matter**

Aris Theophilakis, NOSLEEPTILLBROOKLYN

10:40 – 11:00 **Networking Break**

11:00 – 11:40 **Active Panel: What PCOs and Event Agencies Can Learn from Each Other The Great Event Exchange**

Panelists:

Ori Lahav, Kenes

Sissi Lignou, AFEA Congress

Alexandre Meyrieux, KIT Group

Moderated by **Gorazd Čad**

11:40 – 11:50 **Market Insight: Connectivity Alone Is Not a Strategy**

Why air access is only one part of destination competitiveness by Kongres Magazine

11:50 – 12:20 **Round table: Aviation Reality Check**

Mateusz Dziudziel, LOT Polish Airlines

Jürgen Deischl, Fraport Slovenija

Boško RupiĆ, Air Serbia

Johannes Müller, Lufthansa Group

Moderated by **Christoph Tessmar**, Barcelona CVB

12:20– 12:30 Market Insight: What Guests Really Remember?
Hidden insights from hotels and convention centres by Kongres Magazine

12:30 – 13:00 Round table: Are Venues Ready for What's Next?

Jure Novak, Director General of Cankarjev dom - CD Congress Centre Ljubljana
Iztok Bricl, Director General of GR Ljubljana Congress & Convention Centre
Selina Masnetz, Austria Center Vienna
Magdalena Holowinska, Head of Sales Grupa MTP venue

Moderated by **Sven Bossu**

13:00 – 13:05 A short welcome from Cankarjev dom

13:05 – 14:15 Networking Lunch in the Park

14:20 – 15:00 Track A: Alma Karlin Hall

Workshop: Building Bridges: The Power of Ambassador Programmes

Moderated by **Gerald Howard**,
Lausanne Montreux Congress

Track B: Club CD

Fishbowl: Artificial Intelligence: Cutting Through the Noise

Stefan Bonsels, Head of Convention Bureau Basel
Oliver Wykes, Wind Europe and President, AC Forum
Benoit Dubuisson, Managing Director at Downtown Europe
Sven Bossu - International Association of Convention Centres

Moderated by **Alexandre Meyrieux**

15:00 – 15:20 Networking Break

15:20 – 16:05 Changing Perspectives in Practice: Shared Table Discussions

Moderated by **Ivo Franschitz**

16:05 – 16:45 Keynote: Designing Emotions: The Most Powerful Lever for Behavior Change and Impact

Pigalle Tavakkoli, School of Experience Design

16:45 – 17:00 Closing Session: Reflections and Closing of Day 1

Moderated by **Marina Knitel** and **Magdalena Holowinska**

17:00 – 18:00 Site Inspection: Cankarjev dom – CD Congress Centre Ljubljana

A NIGHT IN THE CITY MUSEUM

Monday, 7 September 2026

Venue: City Museum

19:30 – 22:00 Step into the historic City Museum for an evening of meaningful connections, local flavours, and relaxed networking. Celebrate the spirit of ICCA CEC while discovering the stories and heritage of Ljubljana.

CHANGE YOUR PERSPECTIVE – DAY 2

TUESDAY, 8 September 2026

Venue: GR Ljubljana - Congress & Convention Centre

08:30 – 9:00 Coffee & Networking

09:00 – 09:05 Welcome from GR Ljubljana - Congress & Convention Centre

09:05 – 09:15 Start the day together: ICCA-CEC BINGO

Moderated by **Marina Knittel** and **Magdalena Holowinska**

09:15 – 09:40 Keynote: Creating Moments the World Remembers

Maria Laura IASCONE, Olympic and Paralympic Ceremonies Director - Milano Cortina 2026

09:40 – 10:00 Activation: Change Your Perspective – Interactive Energiser

10:00 – 10:15 ICCA Fire Talks: ICCA CEC Member Spotlight

Four 3-minute lightning updates from ICCA CEC members – sharing new initiatives, success stories and opportunities. First come, first served.

Fire talk 1: Leopold Korytkowski, Szczecin Convention Bureau

Fire talk 2: TBD

Fire talk 3: TBD

Fire talk 4: TBD

10:15 – 10:45 Networking break

10:45 – 11:45 Panel Discussion: Association Perspectives: Rethinking the Bidding Process

Anouk Buergisser Marti, International Cartilage Regeneration & Joint Preservation - ICRS

Denis Schultz, WIP Renewable Energies

Oliver Wykes, Wind Europe and President, AC Forum

Moderated by **Marina Knittel**

11:45 – 12:15 Keynote: Staying Human in the Age of AI

Dan Podjed, anthropologist & associate profesor

12:15 – 12:30 Closing Session: The Journey Continues

- Conference reflections & key takeaways

- Recognition of hosts and partners

- Announcement of the next ICCA CEC host destination

Moderated by **Marina Knittel** and **Magdalena Holowinska**

12:30 – 13:30 Lunch in a park

13:30 – 14:00 Site Inspection: GR Ljubljana - Congress & Convention Centre

14:00 – 14:15 Transfer to Ljubljana Castle to continue with the Unicorn Events Afternoon Programme

DO YOU BELIEVE IN UNICORNS? - Change Your Perspective Again

TUESDAY, 8 September 2026

Venue: Ljubljana Castle

14:20 – 14:40 CENTRE STAGE: OPENING CEREMONY OF MILANO CORTINA

Fire Talk 4: TBD

14:40– 15:00 CENTRE STAGE: CLOSING CEREMONY OF MILANO CORTINA

Fire Talk 5: Adriano Martella, Filmmaster

15:00 – 15:15 OLYMPIC F*CK-UPS: The Things We Got Wrong

15:15 – 15:30 Networking Break

15:30 – 16:15 FESTIVAL FOUNDERS FORUM – FROM FESTIVAL TO MOVEMENT

Lessons from the Region's Biggest Live Platforms: TBD

16:15 – 16:40 JOKER OUT: Behind the Scenes of a Historic Event

A television-style conversation with the core team behind the Joker Out event, exploring the concept, execution and crisis management of one of the most talked-about projects of the year.

16:40 - 17:00 CENTRE STAGE: HOW CREATIVITY MAKES EVENTS MATTER

Fire Talk 6: TBD

17:00 – 17:15 THE UNICORN MANIFESTO

What Should Never Change in Live Events?

A fast-paced closing session bringing together the day's key speakers for one final reflection on the future of live events.

UNICORN AWARDS WINNERS CEREMONY: A Castle Night of Celebration

Tuesday, 8 September 2026

Venue: Ljubljana Castle

20:00 – 23:00 Celebrate the pinnacle of the Unicorn Awards at Ljubljana Castle, where innovation, excellence, and inspiration take centre stage. Join us for an unforgettable evening of recognition, celebration, and panoramic views over the city.

