

ICCA CENTRAL EUROPEAN ANNUAL CHAPTER MEETING

6 - 8 SEPTEMBER 2026
LJUBLJANA, SLOVENIA



Next Gen Challenge Ljubljana 2026

7. September 2026, Cankarjev dom, Ljubljana

Do you study tourism, marketing, communications or management? Organise student events, have some event experience, or are just starting your career in the meetings and events industry? **Then the Next Gen Challenge 2026 is for you.**

The challenge will take place as part of the **ICCA Central European Chapter Meeting**, an international gathering of meetings and events professionals from across Central Europe.

What is ICCA?

ICCA – the International Congress and Convention Association – is one of the leading global communities for the international meetings industry. Its network connects destinations, convention bureaux, venues, professional congress organisers and other experts involved in bringing international congresses and conferences to destinations around the world.

Take on the AI Event Challenge

In Ljubljana, we are creating a hands-on session where you will have the chance to work on a real industry challenge, present your ideas to experienced professionals and meet people already working in the field.

This year's challenge asks a very practical question: **How can we use AI to organise events more efficiently?**

You will work in a team on a hypothetical international event and look at the actual work behind its organisation. Your team will develop a solution and pitch it to a jury of meetings and events professionals.

The winning team will get the opportunity to present its idea the following day, September 8th, on the main stage in front of all participants of the ICCA Central European Chapter Meeting.

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After the pitch, you will join the ***Meet the Experts session***, where you will have a chance to meet people working in different areas of the international meetings and events industry and talk to them directly.

Ask about their jobs. Find out how they started their careers. Talk about the skills the industry needs, the projects they work on or what a job in events actually looks like.

Who can join?

Next Gen Challenge is open to students and young professionals who are interested in events and the meetings industry.

We also welcome students who are involved in student associations or societies and help organise events at their universities, as well as students of marketing, communications, technology, project management and other fields.

If you are at the beginning of your career in the meetings and events industry, you are also welcome to apply.

You do not need previous professional experience in event organisation.

Participation and practical information

Participation in the Next gen Challenge and the ICCA Central European Chapter Meeting is **free of charge for students**.

The Next Gen Challenge will take place on 7 September 2026 at Cankarjev dom in Ljubljana. Participants will be assigned to teams and meet online before the event (mid August) to prepare for the challenge.

The winning team will take the main stage on 8 September 2026 to present its solution to the ICCA Central European Chapter Meeting audience and receive a special prize.

The detailed challenge brief and all practical information will be shared with participants after the selection and confirmation process.

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What do you get?

- Attendance to the ICCA CEC 2026*
- Access to relevant industry sessions and insights
- A chance to develop and pitch your idea to industry experts
- **Direct conversations** with professionals during the Meet the Experts session
- **Networking** with international meetings and events professionals
- A chance to present your idea on the **ICCA main stage**
- A **prize for the winning team** 🏆

APPLICATION FORM

Deadline: 10.8.2026

*Evening social events, travel to Ljubljana and accommodation are not included and must be arranged individually.

If you have any questions, please contact ana.robiczima@slovenia-convention.com.