



International Congress and Convention Association

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Jan Oršič is a university graduate in communications and for almost seven years he has been working as the Head of the Ljubljana Convention Bureau at Tourism Ljubljana. He has over 20 years of experience in tourism, having worked as a tour guide, project manager at a DMC agency, as an association researcher and now as the head of the Ljubljana Convention Bureau at Tourism Ljubljana. Since 2009, he has focused on the meetings industry and business travel sector and is an active member of international associations such as ICCA, SITE, and City DNA.

He was a mentor in the ECM mentoring program in 2020 and is the vice-chair of the Meetings Industry knowledge Group since 2021. Jan firmly believes in the value of live events and is convinced that meetings, events, and incentives can contribute to creating a better world in the future.

He is also a co-creator of the "Ljubljana Talks" podcast, which focuses on developments in the international meetings industry. During the 2021 ICCA Best Marketing Award competition the podcast a special mention for innovation. In 2022 the podcast ranked second in the Digital Against Coronavirus category at the WEBSI Awards.

This combination of experience in the meetings industry, active involvement in international associations, and innovative approaches like the podcast showcases Jan Oršič's dedication to advancing the field of business events, both in Slovenia and on the international stage. He also shares his knowledge as an associate professor at Faculty of Tourism. University of Maribor

He is passionate about the role of ICCA as integral part of the International Meetings industry.