

# INVITATION

## Communication & Marketing Forum

25 & 26 March 2026 in Bled & Kranjska Gora (SLO)

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Dear colleagues & National Federation Executives

We are pleased to invite you to the 2026 edition of the 'Communication & Marketing Forum', previously called 'Communication Seminar', on 25 & 26 March in Slovenia.

This forum is held every two years since 2014. The main aim is exchanging ideas between federations, getting to know each other, and offering a helping hand, in addition to learning about best practices in other sports. We wish to welcome federation staff that work in the fields of media, comms and marketing.

In the afternoon of Wednesday 25 March, all participants are invited to listen to and discuss the topics 'Crisis Communication' and 'Media relations'. In the evening, we'll have dinner together.

Thanks to the Slovenian Gymnastics Federation, we'll visit the FIS Ski Jumping World Cup Finals in Planica (SLO) on Thursday 26 March to witness one of the best examples of event communication and marketing. Planica is much more than just a competition. It is a celebration of Slovenian sport, national pride, and unity. It is a place where generations of fans come together — a venue where records are no rarity and where every visitor becomes part of an unforgettable story.

### Programme

#### Wednesday 25 March – Hotel Park, Bled

15:00 – 15:15	Welcome & European Gymnastics information
15:15 – 16:45	Crisis Communication
16:45 – 17:15	<i>Coffee break</i>
17:15 – 19:00	Media relations
20:00 - ...	Dinner at Hotel Park

## Thursday 26 March – Planica & Kranjska Gora

09:00	Arrival to Planica for the <a href="#">FIS Ski Jumping World Cup</a>
09:30 – 10:00	<i>Coffee break</i>
10:00	Start men's qualifications Ski Jumping
10:30 – 12 :00	Guided tour of the FIS Ski Jumping World Cup Planica 2026 venue
12:00 – 13:00	<i>Lunch (hot and cold buffet, non-alcoholic drinks)</i>
13:00 – 13:30	Transfer Planica to Kranjska Gora (Hotel Kompas)
13:30 – 14:15	Speaker Jožko Križan, Ski Association of Slovenia (SAS)
14:15 – 15:00	Round table with pro athletes Jernej Damjan OLY (ski jumping) and Saso Bertonec (Men's Artistic Gymnastics)
15:00 – 15:15	<i>Coffee break</i>
15:15 – 15:45	Presentation by Slovenia Tourist Board
15:45 – 16:15	Speaker Sara Vehovec, Director of CSR and Event Management, Zavarovalnica Triglav
16:15	Transfer back to Bled and onto Ljubljana airport if needed

### OFFERED BY EUROPEAN GYMNASTICS

European Gymnastics offers the complete programme free of charge for max. 2 media / comms / marketing staff per member Federation: Wednesday afternoon programme including speakers, coffee break and drinks during dinner, Thursday programme including transfers, entry to the FIS Ski Jumping World Cup, coffee breaks, lunch, speakers.

Want to participate? Send an email to [tgerets@europeangymnastics.com](mailto:tgerets@europeangymnastics.com) by 25 February 2026.

### AT THE PARTICIPANTS COSTS

Flights to Slovenia, transfer from airport to hotel and back and accommodation.

### HOTEL BOOKING

The Slovenian Gymnastics Federation has secured a great deal with Hotel Park for half board (room plus breakfast & dinner):

Room Type (Half Board)	EUR
single room (per room; one person)	195.00 €
double room (per room; two persons)	240.00 €

To be paid upon check-in: tourist tax (€ 3.13 per person per day) and check-in fee of € 2.50.

Address: Hotel Park, Cesta Svobode 15, 4260 Bled, Slovenia

Send your reservation requests to: [spela@gimnasticna-zveza.si](mailto:spela@gimnasticna-zveza.si) by 25 February 2026.

### LOCATION

Arrival & departure airport: Ljubljana International Airport

Hotel Park is located 37 kilometers away. Approx. half an hour by car.

Once you know your flight details, inform Tina on [tgerets@europeangymnastics.com](mailto:tgerets@europeangymnastics.com) and we can arrange transfers.

**ADDITIONAL INFORMATION**

Bring warm clothes and winter shoes as we visit an outdoor event taking place in the end of March, which is still winter in that part of Slovenia.

Hope to welcome many of you in Slovenia!

With kind regards,

EUROPEAN GYMNASTICS



Tina Gerets  
*Head of Media*

Lausanne, 3 February 2026