



en.split-techcity.com



Here's Why Your Feed is Full of DK Festival

Split Tech City is a community composed of well-intentioned and progressive companies, startups, associations, initiatives, institutions and individuals. Together we encourage and develop the IT sector of Split and the surrounding region.

[Support our community](#)

[General](#)



[Lucija Curavić Lončarić](#)

20.05.2025.



Table of Contents

When someone mentions Rovinj, three things come to mind: my cousin Sanja, the romantic facades of the old town, and [DK Festival](#). If all of us who attended DK are getting on your nerves with our posts this week — we get it. Read this and it'll all make sense. You might even start checking tickets for next year's edition.

Five Stages, a Solid Ten

If someone at DK asked me to pick a superpower, I'd go with cloning. OK, and maybe being 20 again so two Aperols wouldn't knock me out the next morning. While science still hasn't solved that second one, at least the first issue is covered – the talks will be available online for a while.

It was genuinely hard to choose where to go – **all three days were packed with quality talks and panels across five stages**. Whether you're up for the high-end production of the main hall, or you'd rather catch a talk from a deckchair with a drink in hand as the waves call in the sunset... DK delivers.

And no matter which hotel tier you choose – DK's organization is always next level.



Dani komunikacija 2025, FOTO: Zvonimir Barisin / PIXSELL

Honesty Is the New Currency, and it is Priceless

In times of constant pressure and ultra-competitive markets, it's refreshing to hear marketing powerhouse **Fernando Machado** openly share – his failures. Literally: two of his campaigns made it to the top 10 worst. But that's what made his success even more compelling.



Dani komunikacija 2025, FOTO: Marko Lopac

And he wasn't the only one. DK once again proved that honesty is the new currency in the communications industry. Speakers didn't deliver monologues — they opened stories. Tech was there, but the best feedback came from people. And their fire. Literally. □

You know it's real when packed rooms full of communication, creative, and tech professionals don't reach for their phones — they're hanging onto every word.

Some talks lured us in with killer titles, but it was the content that kept us hooked.

Mindset, AI, and Everything In Between

That very *attention* — which **Karen Nelson-Field** brilliantly dissected — is being measured more smartly than ever.

Few festivals strike the balance between the inspiring and the practical. DK 2025 nailed it: from growth hacks by **Marisha Lakhiani**, through the creative chaos turned performance by **Mirella Crespi**, to the philosophical depth of **Amber Case**, who got me thinking (again) about what tech does *to us*, not just what we do *with* tech.

And right in the middle of all that digital insight — a panel with top Croatian creatives. How to shoot a film like *The Man Who Could Not Remain Silent*, why the beautiful Lone hotel facade still hasn't needed a paint job... A talk that both elevates and demystifies the creative process. **Zigman's** self-irony tied it all together — winning the room faster than you can say "Cro design."

And yes, it was the Croatian designer wear pop-up that saved me when Rovinj rain hit unexpectedly. Not that it caught the organizers off guard — they adapted the program so smoothly, it felt like they had a direct line to the local weather gods.

During the lunch break, we also checked out the sponsor booths — which clearly had an unspoken pact this year to bring their A-game in creativity.

People > Titles

The biggest win? Finally meeting people from newsletters, podcasts, and press clippings **in real life**. Someone you've been emailing for months suddenly hands you a herbal shot at the after.

Networking at DK isn't forced LinkedIn swaps — it's those **"aha!" moments** where you realize you've basically known each other all along, just never had the chance to toast.



Dani komunikacija 2025, FOTO: Marko Lopac

Tena, Ines, Lea, Lana, Jelena, the other Ines...

Email signatures got faces — and no AI can replace the energy you exchange when you feel: “*Yep, we’re totally on the right path with this project.*”

Split Tech City: A Community Built on Solid Ground

This year again, we from **Split Tech City** had our own stage. On the panel *More Than a Space: The Architecture of Community*, our **Toni Trivković** joined **Lana Žuvela** ([RAST](#)), **Luka Šipić** ([Vrh komunikacije](#)), and **Bela Ikotić** (Osijek Software City) to unpack the invisible structure behind a strong community. The panel was moderated – in an equally relaxed and professional tone – by [Prijaja Poljaković](#).



Split Tech City, [Dani komunikacija](#) 2025., FOTO: Borna Jakšić / PIXSELL

MIXX & [Effie](#) Awards: A Celebration Without the Red Carpet

While founders from our community – like those from [Locastic](#) and [Lexi](#) – took the stage as panelists, agency [SeekandHit](#) shined bright that night, by winning the MIXX award in the *Direct Response and Lead Generation Campaign* category.

At one point, someone called my name – and I turned to see almost the full lineup of my old colleagues from Zagreb. Some now work in production, some in social, some launched their own startups, some are clients of our members...

And all of us were brought together by DK.

One award wasn't handed out – but they definitely earned several. Pulling off an event at this level *and* staying sane and cheerful? That's a masterclass in itself. When I ran into Dunja on the last day, I didn't feel stress – just a vibrant energy behind a tired but sincere smile. One review summed it up best: *"Cannes, eat your heart out."*

Afterparty: From Slides to Dance Floors

[Hotel Lone](#) – a designer's dream where creativity lingers even when you're just getting coffee — was the perfect host. Right at the entrance, we were greeted by four letters every creative soul knows well, especially when deadlines are closing in. It was clear from the start that boredom had no place here.



Dani komunikacija 2025. FOTO: Borna Jakšić / PIXSELL

And that afterparty with DJ Rea and crew? Let's just say even the most analytical minds let loose. Some speakers even became DJs – including Sophia, the humanoid robot. And no, not talking about those “afters” that end at midnight. I'm talking about dancing till 5AM — for those who can keep up.

Unfiltered, in Every Way

We don't come to DK just to hear *which* campaigns and tech are leading — we come to hear *how* they came to be. Who was behind them, what was frustrating, **where they messed up, and how they turned it all into something memorable.**

DK is where we're not afraid to ask: *What needs to change in this industry?*

That's what sets this festival apart from other conferences — it's a shared reality check *and* an energy boost.

Hearts Full of Joy, and so were the Goodie Bags

Even though I didn't find a surprise prize under my seat (yup, they did that too), I walked back to our apartment that final night with Pinija, happy and fulfilled. We didn't prep snacks to reflect on the day... and then we peeked into our **goodie bags**. That's when I knew my first impression was right — from elevator to bathroom, DK branding was flawless. *“They really thought of everything.”*

Those were THE Days, my friend. See you at the twelfth edition.