

# FEEL THE TRENDS

## PRESS RELEASE

### Media Trends Conference SEMPL17 Program Now Revealed

The 17th SEMPL which will take place on the 26th and 27th of November 2015 in Portorož, Slovenia, will host more than twenty renowned international speakers who will focus on current trends in media, communication and marketing. Participants will also benefit from the opportunity to deepen their knowledge at five workshops on more effective advertising.

Ljubljana, November 5, 2015 – In line with its slogan 'Awake. Aware. Award. Awesome.' the 17th media trends conference SEMPL is aimed to discover innovations that shape the media and communications landscape. In two days, over twenty international speakers will present their thoughts and views on current developments in the media, communications and marketing.

#### Day 1: The Unbreakable Rules of Marketing and Adaptability in an Era of Rapid Change

SEMPL will kick start with an opening keynote of **Cathey Armillas**, Expert Marketing Strategist from the USA who will discuss the eternal rules of marketing presented in her book *The Unbreakable Rules of Marketing: 9 ½ Ways to Get People to Love You*. **Phil Shaw**, Head of Digital & Innovation at Ipsos Connect from UK, will then talk about how can brands cut through the information clutter and get people's attention, while **Les Binet**, the master of advertising effectiveness from adam&eveDDB, will present his findings on what works in advertising and what does not. In the following Executive Talk, **Marjan Novak**, Editor-in-Chief of Marketing Magazin, Slovenia, will have a debate with **Srdjan Šaper**, Founder and CEO of I&F McCann Group from Serbia, about his music career as well as his advertising business path.

Change is inevitable, progress is not, claims dr. **Max Mckeown**, writer, consultant and researcher from UK who will emphasize the importance of adaptability to changes in the environment, and **Mats Persson**, COO of Adform from Denmark, is going to stress the challenges brands face in the era of programmatic advertising.

The program of the 1st day of the conference will be concluded by a panel, entitled 'No Risk No Fun', with the already mentioned guests **Cathey Armillas** and **Mats Persson**, joined by **Matt Longstaff**, Associate Creative Director at AKQA from UK, and hosted by **Barbara Modic**, Managing Director of Pristop Media, Slovenia.

In the evening, the Sempler Awards Ceremony will reveal the best media strategies in the Adriatic region.

#### Day 2: Marketing Automation and Advertisers' Expectations Towards the Media (and vice versa)

The 2nd day of SEMPL will start with a presentation of **Daniel Knapp**, Senior Director at IHS, UK, about the revolution of the automated advertising that reconfigures power relationships in the advertising value chain and has significant impact on the future of the media. The digitalisation of advertising is also related to online fraud, the topic that **Niall Hogan**, UK Managing Director at Integral Ad Science, will devote his attention to and give advice on how to control media quality online.

Whether advertisers expect too much from the media, will be discussed by **Robert Čoban**, Co-founder and President of Color Press Group from Serbia, while **Maximilian Münch**, German photographer and Social Media Strategist, specialised on Instagram, is going to

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present his views on the differences between traditional advertising and successful campaign on Instagram. **Mike Bevans**, Director of Advertiser Product Marketing at Yahoo! from UK will reveal how to tap into data for more effective digital marketing, and **Matt Longstaff** from AKQA as the last speaker at SEMPL17 will explore creativity on the edge of possible.

## Five workshops on more effective advertising

In parallel with the main program of SEMPL there will be five workshops. On Thursday, the 26th of November, **Saša Stanković**, Digital Strategy Expert at Pro Media Group from Croatia, is going to show-case how to set up an effective mobile advertising campaign, followed by the workshop about Google Tag Manager, which will be presented by **Zorin Radovančević**, Marketing and E-Commerce Project Manager at Escape from Croatia. **Nika Papić** and **Tilen Šali**, Founders of the Slovenian digital agency Ideaz, will then conduct a workshop on advanced Facebook advertising for brand managers.

On Friday, the 27th of November, participants at the workshop of the lecturer and consultant **Brigita Lazar Lunder** and **Tadej Rovtar**, Senior Account Manager at Httpool, are going to learn how to become a LinkedIn's All Star, and **Nataša Mohorč Kejžar**, Director of Ipsos Slovenia, will present 10 rules of effective TV advertising.

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**The full program of SEMPL17 is published on the website [www.sempl.si/en](http://www.sempl.si/en). To obtain media accreditation, please contact us at [pr@sempl.si](mailto:pr@sempl.si).**

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## About the Media Trends Conference (SEMPL)

**SEMPL** is an internationally recognised training event presenting the current media trends in the Adriatic region, and analysing regional and international best practices. The SEMPL is intended for all those working in, with or for the media, as well as all those shaping media trends, adhering to them and integrating them in business. The conference is also featuring the competition for Sempler Awards for outstanding media projects, at which the media strategists, customers and media houses submit their best projects and compete for nine Golden Sempler Awards and the Grand Sempler awarded to the best media strategy of the year.

## About the organisers

Since 1998, SEMPL is designed and organised by one of the largest media buyers in Slovenia, Media Pool, founded by major Slovenian advertising agencies with the purpose of monitoring the media market and ensuring operational transparency. Media Pool is constantly concerned with the development of the profession: in addition to the SEMPL, Media Pool is regularly performing the Radiometrija, a survey on radio channels ratings, the Mediaskop, a comprehensive overview of the Slovenian media market, as well as many smaller projects.

Since 2011, Media Pool organizes the SEMPL in partnership with Medijski partner, publisher of the trade magazine Marketing Magazin, first issued in 1981.

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