

FEEL THE TRENDS

PRESS RELEASE

SEMPL starts in one week!

The media trends conference SEMPL starts next Thursday, on the 26th of November, at the Grand Hotel Bernardin in Portorož, Slovenia. In two days, the delegates (organizers expect about 900 attendees) are going to find out what trends prevail in the media and communications industry, creating new challenges for all the players in it.

Ljubljana, November 19, 2015 – The 17th media trends conference SEMPL will host more than twenty international speakers, accompanied by five practical workshops and the Sempler Awards Ceremony for the best media strategies of the year with two new TOP SEMPL Awards “Media Manager of 2015” and “Future Media Star of 2015”.

SEMPL will kick start with an opening keynote of **Cathey Armillas**, Expert Marketing Strategist from the USA who is certain that marketing is all about getting people to love you. Among other key speakers are **Les Binet**, Head of Effectiveness at Adam&EveDDB, dr. **Max Mckeown**, writer, consultant and researcher from UK, **Mats Persson**, COO of Adform from Denmark, and **Mike Bevans**, Director of Advertiser Product Marketing at Yahoo UK.

Three panel discussions will focus on the current situation in advertising and media agencies as well as media. On the first day of the conference, **Marjan Novak**, director and editor-in-chief of the Marketing Magazine, Slovenia, will talk to **Srdjan Šaper**, Founder and CEO of I&F McCann Group from Serbia, about his business philosophy, working with people and achieving goals, and on the second day, Novak and **Robert Čoban**, Co-founder and President of Color Press Group Serbia, are going to discuss whether advertisers expect too much from the media--and vice versa. Thursday's program will end with a relaxed and witty conversation about mistakes that led to the (un)success, with guest panelists **Cathey Armillas**, **Mats Persson** and **Matt Longstaff**, Associate Creative Director at AKQA from UK, moderated by **Barbara Modic**, Managing Director of Pristop Media, Slovenia.

Delegates will be able to expand their knowledge by participating in five workshops on more effective advertising, which will be held in parallel with the main program. **Saša Stanković**, Digital Strategy Expert at Pro Media Group from Croatia, is going to showcase how to set up an effective mobile advertising campaign. **Zorin Radovančević**, Marketing and E-Commerce Project Manager at Escape from Croatia, will present the Google Tag Manager tool, and **Nika Papić** and **Tilen Šali**, Founders of the Slovenian digital agency Ideaz, will conduct a workshop on advanced Facebook advertising for brand managers. The consultant **Brigita Lazar Lunder** and **Tadej Rovtar**, Senior Account Manager at Httpool, will reveal how to become a LinkedIn's All Star, and **Nataša Mohorč Kejžar**, Director of Ipsos Slovenia, will present 10 rules of effective TV advertising.

In the evening of the first day of SEMPL the Sempler Award Ceremony for the best media strategies of the year will take place and reveal the winners in nine categories. The first TOP SEMPL Awards will also be given – the winner of the first, “Media Manager of 2015”, is already known (Pavel Vrabc, General Manager of Pro Plus), while the winner of the “Future Media Star of 2015” award will be revealed at the ceremony.

**The full program of SEMPL17 is available on the website www.sempl.si/en.
For media accreditation, please contact us at 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.