

FEEL THE TRENDS

SEMPLE presents TOP SEMPLE Awards for Media Manager of the Year and Future Media Star of the Year

This year's regional media trends conference SEMPLE will award the Media Manager of 2015 and the Future Media Star of 2015 for the first time. The purpose of the TOP SEMPLE Awards is to reward individuals who have significantly contributed to the development and reputation of the media industry, and highlight their media achievements.

Ljubljana, September 3, 2015 – The Sempler Award Competition for the best media strategies of the year in the Adriatic region, held during the media trends conference SEMPLE in Portorož, Slovenia, expands into three new categories this year (*best use of mobile, best use of data* and *best new media/media format*). Thus, at this year's SEMPLE (26th and 27th of November, 2015) the winners of nine Golden Sempler Awards and the main Grand Sempler Award will be revealed.

This is not the only novelty in the competition programme, presented by the SEMPLE organizers. Besides the categories mentioned above, the two new TOP SEMPLE Awards for the Media Manager of the Year and the Future Media Star of the Year are introduced. In its first year they will be awarded only to Slovenian candidates, but in the future the SEMPLE organizers intend to expand it to other countries in the Adriatic region, too.

"From the beginning of the Sempler Award Competition in 2002, the number of awards has not changed significantly; within this period we have only revised the categories. But media and communications industry has gone through major changes in the last decade, in line with technology, innovation and consumer behaviour. Consequently, we have been seeing a growing number of outstanding media projects, which deserve to be rewarded, as well as a number of exceptional individuals who contribute immensely to development and progress of the media industry. Thus, we decided to add three new competition categories and for the first time grant two special awards, TOP SEMPLE Awards, the first one for the media manager of 2015 and the second one for the future media star of 2015," explains Valerija Prevolšek, president of SEMPLE and CEO of Media Pool, which organises SEMPLE for the 17th year.

For whom are the TOP SEMPLE awards intended?

The *Media Manager of the Year* award seeks to recognise the media owner or media manager (CEO) who has made significant contribution and long lasting impact on the media industry in his/her country of origin or abroad.

The *Future Media Star of the Year* award seeks to recognise a young individual who has only started his career in the media industry, but has already made a lasting and significant contribution to it, whether with his/her year-to-year contribution or with a single, outstanding project. Applications can be submitted by the candidates themselves or by the 3rd party. This category is open to all staff at media departments, media agencies, research or media or media houses, under the age of 32 on the 31st of October 2015.

The winners of both awards are selected by the organizer and a special jury consisting of eminent individuals from the media industry or business.

"I believe that both awards will become traditional and further contribute to the attractiveness, credibility and reputation of the Sempler Award Competitions as well as the SEMPLE conference," adds Valerija Prevolšek.

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More information on the Sempler Award Competition is available [here](#).

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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