

# FEEL THE TRENDS

## PRESS RELEASE

### 17<sup>th</sup> SEMPL: Awake, Aware, Award, Awesome

The 17<sup>th</sup> regional conference on media trends SEMPL will be held on 26 and 27 November 2015 in Portorož. It will focus on trends influencing the present and shaping the future of the media and communication industry and all its players. The key topics of this year's conference are best described by its slogan "Aware. Awake. Award. Awesome."

Ljubljana, 21 May 2015 – The SEMPL media trends conference is an internationally recognised educational event intended to present current media trends in the Adriatic region and beyond, and to analyse best practices. Since 1998, the event has been organised by Media Pool, one of the largest media buyers in Slovenia. SEMPL draws more and more participants every year, both from Slovenia as well as other countries in the region, particularly Croatia and Serbia. Last year's conference was attended by more than 900 participants who are in one way or another related to the media industry – from media sales representatives, media planners and strategists, marketing communications managers and creatives, media solution designers, and many more important players tailoring and following media trends.

Last year's SEMPL, with its "Reborn" slogan, was dedicated to the rebirth of the media and communication industry and the people working in it, while this year's SEMPL is taking a step further. In line with its red thread "Aware. Awake. Award. Awesome, the focus of the conference will be on media trends which have not only awoken, but also evolved and flourished. As last year, the visual identity of this year's SEMPL was created by Slovenian advertising agency AV studio.

#### Which "one-click trends" are worth the attention?

As **Valerija Prevolšek**, CEO of Media Pool and President of SEMPL, pointed out we are now all slim, reborn, reformed in one way or another and future-oriented, but this is also the only way. "What is then the difference between the good and the best? What can SEMPL possibly offer, when knowledge is available at every click?" asks Mrs. Prevolšek, while providing a simple answer: "It's 'that something'. That something what we usually call a sixth sense, or what we feel when we get the right idea or when we simply know we are looking at the 'next big thing'."

In her words, SEMPL participants will feel which trends available at a click are those that are truly worth waiting for, seizing and pursuing. "We will awake everything we know and manage, and look at it from new perspectives. We'll listen to those who not only feel trends, but also live them, and give Sempler Awards to the trendsetters. Be

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awake and aware. Feel the trends and this year's SEMPL," Prevolšek comments this year's topic of the conference.

Every year, the Sempler Awards competition for the best media strategies of the year takes place within the scope of SEMPL. Media strategists, brands and media companies from the entire Adriatic region present their best projects, competing for golden Semplers and the highest awards – the Grand Sempler for the best media strategy of the preceding year. This year, the competition will be spiced up and extended to new categories, which will cover modern communication channels and media formats to an even greater extent.

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**More information:** *Simona Kruhar Gaberšček, Public Relations Manager, e-mail [pr@sempl.si](mailto:pr@sempl.si), mobile 00386 041 86 77 77, [www.sempl.si](http://www.sempl.si).*