

FEEL THE TRENDS

PRESS RELEASE

SEMPL 17: What is the next “big thing” in marketing, communications and media?

The media trends conference SEMPL will focus on the eternal rules of marketing, integration of strategic thinking and innovation in the media and communications industry, successful business models of the programmatic media buying and creativity in the era when the mobile devices rule the world.

Ljubljana, July 16, 2015 – In its 17th edition, the media trends conference SEMPL will take place on the 26th and 27th of November 2015 in Portorož, Slovenia. Through a number of internationally acclaimed speakers the most pronounced trends that pave the way to the future of media, creative and media agencies as well as advertisers will be presented. Which is the next “big thing” in the media and communications industry and what new media and advertising solutions have already become a reality, it will be revealed to the participants with the following key topics of the conference.

The eternal rules of marketing

Although the media and communications industry faced (and survived) profound changes in the last decade, something has not changed – marketing in its essence remained the same. At least according to **Cathey Armillas**, American marketing strategist and author of the book *The Unbreakable Rules of Marketing: 9 ½ Ways to Get People to Love You*, who advises advertisers to stop trying to sell stuff and start getting people to love their brands. And that, she believes, is essential for marketing to be successful. It is also the topic that she will discuss at this year’s SEMPL.

What works in advertising in what does not, is the eternal dilemma of advertisers. But **Les Binet**, one of the world's greatest experts on advertising effectiveness who is also responsible for the effectiveness of the highly successful London creative agency adam&eveDDB, knows the answer. “If you don’t make people feel something when they see your ads, you can be sure that your advertising activities will not increase sales. Do not forget about the power of emotion!” says Binet who is convinced that a long-term emotional connection of brands with consumers is the only thing that brings the company greater revenues and profits.

Strategy and innovation go hand in hand

“Change is inevitable, progress is not,” says dr. **Max Mckeown**, British strategy and innovation expert, writer, consultant and researcher, having in mind the importance of continuous innovation, which cannot be achieved without great strategy. “Sometimes people forget that the great innovators are almost always great strategists. The two things have to be brought together, and they affect all walks of life, not just the boardroom. It really is that powerful,” argues Mckeown who will explain at SEMPL how to bring strategic thinking and innovation to life.

And **Srđan Šaper**, founder and CEO of the Serbian advertising agency I&F McCann Group, is going to discuss how important is strategic thinking in the advertising agencies that daily create innovative campaigns for their clients to ensure long-term success.

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Creativity in the programmatic era

Programmatic advertising and real-time bidding are becoming the essential part of the digital advertising ecosystem. Has technology overflowed the world of digital advertising in such extent that it left no room for creativity? Why haven't online publishers in the Adriatic region recognized the opportunities in new ways of digital media buying yet? Is video advertising the next "big thing" in digital advertising industry? **Mats Persson**, chief operating officer at Adform, whose seminar will be dedicated to brand advertising in the programmatic era, and **Niall Hogan**, UK managing director at Integral Ad Science, will answer the above questions and many more.

Brand management in mobile and social environment

Mike Bevans, director of advertiser product marketing at Yahoo, UK, says that mobile advertising is a global trend that is steadily expanding in the Adriatic region. Advertisers who would like to reach the always-connected consumers are often confused, as they do not have a clue what to do with all the data that derives from mobile technology and how to use it adequately. With the help of good practice examples, Bevans is going to show at SEMPL what can be done with properly used data.

Daniel Knapp is another data expert. He is a director of advertising research at a global information company IHS and also heads research into the media industry's use of "big data" and new forms of consumer segmentation and targeting. "Data is the growth engine behind advertising that serves as a connective tissue between consumers, media and brands," says Knapp who will speak about the possible usage of "big data".

Another interesting speaker who comes to SEMPL is **Maximilian Münch**, young German photographer and artist. He enthuses his followers – there are more than 55,000 of them already – on the social network Instagram. He believes that Instagram is all about building a community, which connects brands with users and vice versa, and not just about posting of photos and counting likes and followers. To SEMPL participants he will explain how to communicate on Instagram and present the tricks to attract followers that any brand should know about.

More information about the speakers at the 17th SEMPL is available [here](#).

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About the Media Trends Conference (SEMPLE)

SEMPLE 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 Gold Sempler Awards and the Great 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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More information:

Simona Kruhar Gaberšček

Public Relations Manager, SEMPL17

E-mail: pr@sempl.si

Mobile: 00386 41 86 77 77

Webpage: www.sempl.si

Facebook: <https://www.facebook.com/SeminarSEMPL>

Twitter: <https://twitter.com/SEMPL>

Instagram: https://instagram.com/SEMPL_mediaticonference