



## Schedule of Events

### Monday, May 20, 2019

8:00 AM	10:00 AM	FOARE Board Meeting	Bluethorn 5
8:00 AM	10:00 AM	OAAA Suppliers' Council Board Meeting	Bluethorn 6
10:30 AM	12:30 PM	OAAA Marketing Committee Meeting	Bluethorn 5
10:30 AM	12:30 PM	OAAA Legislative Committee Meeting	Bluethorn 6
1:00 PM	3:00 PM	Geopath Ratings Training	Bristlecone 9&10
1:00 PM	3:00 PM	OAAA Board of Directors Meeting	Pinyon 3
1:00 PM	5:00 PM	FQ Lounge (Sponsored by Clear Channel Outdoor)	Bluethorn 3&4
1:00 PM	5:30 PM	Registration & Refreshments (Sponsorship Available)	Bristlecone 5&6
3:30 PM	5:30 PM	Geopath Board of Directors Meeting	Pinyon 3
5:30 PM	7:30 PM	Welcome Reception in Expo (Sponsorship Available)	Bristlecone 5&6
10:00 PM	Midnight	After-Hours Party (Sponsored by Clear Channel Outdoor)	The Pub

### Tuesday, May 21, 2019

7:00 AM	4:30 PM	Expo Open	Bristlecone 5&6
7:00 AM	8:00 AM	Breakfast in Expo (Sponsorship Available)	Bristlecone 5&6
8:00 AM	Noon	General Session	Pinyon 4&5
8:00 AM	5:30 PM	FQ Lounge (Sponsored by Clear Channel Outdoor)	Bluethorn 3&4
10:15 AM	10:45 AM	Coffee Break in Expo (Sponsorship Available)	Bristlecone 5&6
Noon	1:30 PM	Lunch in Expo (Sponsorship Available)	Bristlecone 5&6
Noon	1:30 PM	Lunch in FQ Lounge Featuring Nancy Fletcher	Bluethorn 3&4
Noon	1:30 PM	State Association Luncheon	Pinyon 3
1:30 PM	3:15 PM	Workshop Tracks	
1:30 PM	2:15 PM	Analytics: Geopath Update	Bristlecone 7&8
1:30 PM	2:15 PM	Data: OOH Attribution Success Cases	Bristlecone 9&10
1:30 PM	2:15 PM	Thought Leadership: Buyside: Perspective from the OOH Specialists	Pinyon 1&2
1:30 PM	2:15 PM	Business Insights: The State of Global OOH Advertising	Bluethorn 7&8&9
2:30 PM	3:15 PM	Analytics: Fingertips to Keyboard: Programmatic OOH Debate	Bristlecone 7&8
2:30 PM	3:15 PM	Data: Leveraging OOH and Mobile Data in a Physical World	Bristlecone 9&10
2:30 PM	3:15 PM	Thought Leadership: Creating Mind-Blowing Consumer Experiences	Pinyon 1&2
2:30 PM	3:15 PM	Business Insights: Navigating the Client-Agency-Media Dynamic	Bluethorn 7&8&9
3:15 PM	3:45 PM	Afternoon Break in Expo (Sponsorship Available)	Bristlecone 5&6
3:45 PM	4:30 PM	Workshop Tracks	
3:45 PM	4:30 PM	Analytics: Programmatic OOH Success Cases	Bristlecone 7&8
3:45 PM	4:30 PM	Data: Rethinking the OOH Marketplace	Bristlecone 9&10
3:45 PM	4:30 PM	Thought Leadership: A Creative's Guide to ROI... Make it POP!	Pinyon 1&2
3:45 PM	4:30 PM	Business Insights: Sales Skills: Curiosity Based Conversations	Bluethorn 7&8&9
4:30 PM	5:30 PM	Men's Happy Hour in FQ Lounge	Bluethorn 3&4
6:00 PM	7:00 PM	Awards Opening Reception (Sponsorship Available)	Pinyon 4&5
7:00 PM	8:30 PM	Industry and OBIE Awards	Pinyon 4&5
8:30 PM	11:30 PM	Post-Awards Celebration (Sponsored by Lamar Advertising Company)	Jewel Nightclub

### Wednesday, May 22, 2019

8:00 AM	11:30 AM	Expo Open	Bristlecone 5&6
8:00 AM	11:30 AM	Brunch & Learn (Sponsorship Available)	Pinyon 4&5
8:00 AM	11:30 AM	FQ Lounge (Sponsored by Clear Channel Outdoor)	Bluethorn 3&4
12:30 PM	2:30 PM	Geopath Ratings Training	Bristlecone 9&10