

Workshop Tracks

Tuesday Afternoon, May 21, 2019

	Bristlecone 7 & 8	Bristlecone 9 & 10	Pinyon 1 & 2	Bluethorne 7 - 9
1:30 pm – 2:15 pm	<p>Track A: Analytics</p> <p>Geopath Update Scott Fiaschetti, Geopath Dylan Mabin, Geopath Jill Nickerson, Horizon Media</p>	<p>Track B: Data</p> <p>OOH Attribution Success Cases Rick Wilson, Texas State U. (M) Brooke Bobe, InMobi Valentina Marastoni-Bieser, Cuebiq</p>	<p>Track C: Thought Leadership</p> <p>Navigating the Client-Agency-Media Dynamic Ahmad Sayar, Posterscope (M) Ian Bowman-Henderson, DoMedia Daniel Fleischer, Ayuda</p>	<p>Track D: Business Insights</p> <p>The State of Global OOH Advertising Vincent Letang, MAGNA</p>
2:30 pm – 3:15 pm	<p>Track A: Analytics</p> <p>Fingertips to Keyboard: A Programmatic OOH Debate Lindsay Rowntree, WireCorp (M) Robby Barnett, Adelphic Jonathan Gudai, Adomni Stephanie Gutnik, Broadsign Alisa Stern, Place Exchange Chris Waterman, Vistar Media</p>	<p>Track B: Data</p> <p>Leveraging OOH and Mobile Data in a Physical World Matt Prohaska, Prohaska (M) Jeremy Flynn, Clear Channel Outdoor Regis Maher, Do It Outdoors Todd Palatnek, Waze</p>	<p>Track C: Thought Leadership</p> <p>Creating Mind-blowing Consumer Experiences Ian Dallimore, Lamar Advertising (M) Dan Dawson, Grand Visual Martin Porter, Posterscope</p>	<p>Track D: Business Insights</p> <p>Engaging the US Consumer: Nielsen OOH Advertiser Study Diane Williams, Nielsen</p>
3:15 pm – 3:45 pm	Afternoon Break			
3:45 pm – 4:30 pm	<p>Track A: Analytics</p> <p>Programmatic OOH Success Cases Ari Buchalter, Place Exchange (M) Amanda Moore, LiveNation Brian Rappaport, Rapport Fletcher Whitwell, R&R Advertising</p>	<p>Track B: Data</p> <p>Rethinking the OOH Marketplace Jill Montaigne, Original Spark (M) Michael Rosen, Intersection Mike Schott, Volta Charging</p>	<p>Track C: Thought Leadership</p> <p>A Creative's Guide to ROI...Make it POPI Eddy Herty, OUTFRONT (M) Chad Hutchison, Adams Mike McGraw, Clear Channel Mendi Robinson, Lamar Advertising</p>	<p>Track D: Business Insights</p> <p>Sales Craft: Curiosity Based Conversations Tommy Teepell, Lamar Advertising (M) Paul Sambrook, Rapport Rick Steele, Park Outdoor</p>