



Schedule of Events

Monday, May 20, 2019

8:00 AM	10:00 AM	FOARE Board Meeting	Bluethorn 1
8:00 AM	10:00 AM	OAAA Suppliers' Council Board Meeting	Bluethorn 2
10:30 AM	12:30 PM	OAAA Marketing Committee Meeting	Bluethorn 1
10:30 AM	12:30 PM	OAAA Legislative Committee Meeting	Bluethorn 2
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 4-6
1:00 PM	5:30 PM	Registration & Refreshments (Sponsorship Available)	Bristlecone Foyer
3:30 PM	5:30 PM	Geopath Board of Directors Meeting	Pinyon 3
5:30 PM	7:30 PM	Welcome Reception in Expo (Sponsored by Adams Outdoor)	Bristlecone 5&6
10:00 PM	Midnight	Cocktails & Karaoke (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 (Sponsored by Health Media Network)	Bristlecone 5&6
8:00 AM	5:30 PM	FQ Lounge (Sponsored by Clear Channel Outdoor)	Bluethorn 4-6
8:00 AM	10:15 AM	General Session Keynote Speaker: Nick Brien, CEO, Dentsu Aegis Nancy Fletcher, President & CEO, OAAA Mike Benson, Head of Marketing, Amazon Studios Rishad Tobaccowala, Chief Growth Officer, Publicis Groupe	Pinyon 4&5
10:15 AM	10:45 AM	Coffee Break in Expo (Sponsored by BroadSign)	Bristlecone 5&6
10:45 AM	Noon	General Session Continues Kym Frank, President, Geopath Programmatic Platforms: Integrating OOH into Omnichannel Campaigns Lindsay Rowntree, Head of Content, WireCorp, Moderator Matt Bayer, SVP, Cadreon (IPG) Stephanie Landrum, SVP, Amnet (Dentsu/Aegis) Tiffany Lee, Senior Director of Inventory Partnerships, The Trade Desk Jim Sink, SVP Global Partnerships, MediaMath Casey Winheim, Senior Director, Accuen (Onmicom)	
Noon	1:30 PM	Lunch in Expo (Sponsored by Vistar Media)	Bristlecone 5&6
Noon	1:30 PM	FQ Lounge Featuring: A Conversation with Nancy Fletcher	Bluethorn 4-6
Noon	1:30 PM	State Association Luncheon	Bristlecone 4
1:30 PM	3:15 PM	Workshop Tracks	
1:30 PM	2:15 PM	Track A: Analytics: Geopath Update	Bristlecone 7&8
1:30 PM	2:15 PM	Track B: Data: OOH Attribution Success Cases	Bristlecone 9&10
1:30 PM	2:15 PM	Track C: Thought Leadership: Navigating the Client-Agency-Media Dynamic	Pinyon 1&2
1:30 PM	2:15 PM	Track D: Business Insights: The State of Global OOH Advertising	Pinyon 3
2:30 PM	3:15 PM	Track A: Analytics: Fingertips to Keyboard: A Programmatic OOH Debate	Bristlecone 7&8
2:30 PM	3:15 PM	Track B: Data: Leveraging OOH and Mobile Data in a Physical World	Bristlecone 9&10
2:30 PM	3:15 PM	Track C: Thought Leadership: Creating Mind-Blowing Consumer Experiences	Pinyon 1&2
2:30 PM	3:15 PM	Track D: Business Insights: Engaging the US Consumer: Nielsen OOH Study	Pinyon 3
3:15 PM	3:45 PM	Afternoon Break in Expo (Sponsorship Available)	Bristlecone 5&6
3:15 PM	3:45 PM	Afternoon Break in FQ Lounge Featuring: The Not-So Messy Middle	Bluethorn 4-6
3:45 PM	4:30 PM	Workshop Tracks	
3:45 PM	4:30 PM	Track A: Analytics: Programmatic OOH Success Cases	Bristlecone 7&8
3:45 PM	4:30 PM	Track B: Data: Rethinking the OOH Marketplace	Bristlecone 9&10
3:45 PM	4:30 PM	Track C: Thought Leadership: A Creative's Guide to ROI... Make it POP!	Pinyon 1&2

3:45 PM	4:30 PM	Track D: Business Insights: Sales Craft: Curiosity Based Conversations	Pinyon 3
4:30 PM	5:30 PM	Happy Hour in FQ Lounge Featuring Allies and Champions	Bluethorn 4-6
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	Bristlecone 5&6
8:00 AM	11:30 AM	Brunch & Learn (Sponsorship Available)	Pinyon 4&5
		Local Case Study Award	
		Crystal Bell Award, Nicole Husband, Managing Director, Ad Council	
		CMO Panel Presented by Female Quotient	
		Shelley Zalis, CEO, Female Quotient, Moderator	
		Alicia Hatch, CMO, Deloitte Digital	
		Lilian Tomovich, CMO, MGM Resorts	
		DTC Disrupts with OOH	
		Terri Rockovich, CEO, Jinx, Moderator	
		Will Flaherty, VP of Growth, RO	
		Laura Hyman, Director of Growth Marketing, Luminary	
		Taylor Weiss, Marketing Media Buyer, Eaze	
		A Perspective from the OOH Specialists	
		Stephen Freitas, Chief Marketing Officer, OAAA	
		Mike Cooper, President & CEO, Rapport	
		David Krupp, President & COO, Billups	
		Ryan Laul, President, Outdoor Media Group	
		Michael Lieberman, Co-CEO, Kinetic Worldwide	
		Christian Volderslev, President, Posterscope	
		Irina Zeltser, Managing Director, Talon Outdoor	
8:00 AM	11:30 AM	FQ Lounge (Sponsored by Clear Channel Outdoor)	Bluethorn 4-6
12:30 PM	2:30 PM	Geopath Ratings Training	Bristlecone 9&10