



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	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, Dentsu Aegis Network/Amnet 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	State Association Luncheon	Bristlecone 4
1:00 PM	1:30 PM	FQ Lounge Featuring: A Conversation with Nancy Fletcher	Bluethorn 4-6
1:30 PM	3:15 PM	Workshop Tracks	
1:30 PM	2:15 PM	Track A: Analytics: Geopath Update	Bristlecone 9+10
1:30 PM	2:15 PM	Track B: Data: OOH Attribution Success Cases	Bristlecone 7+8
1:30 PM	2:15 PM	Track C: Thought Leadership: A Conversation Around OOH Automation	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 9+10
2:30 PM	3:15 PM	Track B: Data: Leveraging OOH and Mobile Data in a Physical World	Bristlecone 7+8
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	Coffee Break in Expo (Sponsored by Mesmerize)	Bristlecone 5+6
3:15 PM	3:45 PM	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 9+10
3:45 PM	4:30 PM	Track B: Data: Rethinking the OOH Marketplace	Bristlecone 7+8
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	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	<p>Brunch & Learn</p> <p>Local Case Study Award</p> <p>Ad Council Catalyst Award, Nicole Husband, Managing Director, Ad Council</p> <p>Marketers Panel Presented by Female Quotient</p> <p>Shelley Zalis, CEO, Female Quotient, Moderator</p> <p>Jill Cress, CMO/CCO, National Geographic</p> <p>Alicia Hatch, CMO, Deloitte Digital</p> <p>Amanda Moore, VP of Marketing, Live Nation</p> <p>Robin Tilotta, Director of Consumer Marketing, Twitter</p> <p>Lilian Tomovich, CMO, MGM Resorts</p> <p>DTC Disrupts with OOH</p> <p>Terri Rockovich, CEO, Jinx, Moderator</p> <p>Will Flaherty, VP of Growth, RO</p> <p>Laura Hyman, Director of Growth Marketing, Luminary</p> <p>Taylor Weiss, Marketing Media Buyer, Eaze</p> <p>A Perspective from the OOH Specialists</p> <p>Stephen Freitas, CMO, OAAA, Moderator</p> <p>Mike Cooper, President & CEO, Rapport</p> <p>David Krupp, President & COO, Billups</p> <p>Ryan Laul, President, Outdoor Media Group</p> <p>Michael Lieberman, Co-CEO, Kinetic Worldwide</p> <p>Christian Volderslev, President, Posterscope</p> <p>Irina Zeltser, Managing Director, Talon Outdoor</p>	Pinyon 4+5
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