

# Workshop Tracks

## Tuesday Afternoon, May 21, 2019

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