

WORLD OUT OF HOME CONGRESS

LISBON 2023

JUNE 7TH - 9TH 2023



WORLD
OUT OF HOME
ORGANIZATION

LISBON, PORTUGAL - JUNE 7TH - 9TH 2023

The World Out of Home Organization's annual conference is scheduled for June 7th - 9th 2023 in Lisbon, Portugal. Lisbon will be another exciting and feature packed conference with leading industry speakers from across the globe representing all aspects of the OOH ecosystem. The Congress will include a packed social programme including the Gala dinner, city tours and the ever popular Congress Afterparty.

WEDNESDAY 7TH

- Global Out of Home Associations Meeting
- Welcome drinks at the Congress venue

THURSDAY 8TH

Full Day of Presentations

The Expanding World of Out of Home

- Growing the Sector - working together
- Maintaining OOH's Competitive Advantage
- OOH - A natural home for great creativity
- Responding to the Sustainability Challenge



EVENING THURSDAY 8TH - Gala Dinner at the Sud Hall Lisboa overlooking the Tagus River



FRIDAY 9TH

Half Day of Presentations - The Science of Out of Home - Lunchtime finish

- Growing importance of Data usage in OOH
- Driving OOH growth through Audience Measurement
- Making OOH Easier to buy - The growing impact of Programmatic buying of OOH

CONGRESS VENUE

We are pleased to announce our Congress Venue is the EPIC SANA Lisboa. Av. Eng. Duarte Pacheco 15, 1070-100 Lisboa, Portugal



REGISTRATION OPENS JAN 9TH 2023