



WOO MENA FORUM

DUBAI
February 15th - 17th 2023



WORLD
OUT OF HOME
ORGANIZATION

15th February



14:00 - 17:00	National Associations Workshop By invitation only	Marina 2 - Lobby Level
18:00 - 19:00	Welcome Reception	Exhibition Area - Foyer Al Andalus Ballroom - Level B

16th February

Day One - Growing the OOH sector

09:30 - 10:00	WELCOME NETWORKING COFFEE	Exhibition Area - Foyer Al Andalus Ballroom - Level B
10:00 - 10:40	Global OOH Perspective	Tom Goddard President World Out of Home Organization
10:40 - 11:20	What would you bring to a gunfight: a knife?	Elda Choucair CEO, Omnicom Media Group
11:20 - 11:55	NETWORKING COFFEE BREAK	Exhibition Area - Foyer Al Andalus Ballroom - Level B
11:55 - 12:20	The UAE: An impactful OOH Landscape	Ghada El-Kari CMO, WGroup (Hypermedia & DigitAll)
12:20 - 12:45	North Africa Market	Antonio Vincenti Founder & CEO, Picasso
12:45 - 13:20	Regional Supply Side Panel	Moderator: Tom Goddard President World Out of Home Organization Josh Busted - CCO, MPN Fawzi Tueni - COO, Arabian Outdoor Martin Sabbagh - CEO Middle East & Africa, Jcdecaux Philip Matta - Group COO, WGroup (Hypermedia & DigitAll)



13:20 - 14:30	BUFFET LUNCH	Exhibition Area - Foyer Al Andalus Ballroom - Level B
14:30 - 15:10	Ensuring a Sustainable Future	<p>Moderator: Ben Milne Global Head Of OOH, Dentsu International Market</p> <p>Lénaïc Pineau - Group Chief Strategy Officer, JCDecaux Group Mathieu Verbraken - Development Manager, Daktronics Tina Chikhani-Nader - Head of Digital, Unilever</p>
15:10 - 15:45	OOH - A natural home for great creativity - Showcase	<p>Serena Abi Aad - Creative Director, Havas ME James Harrison - COO, BackLite Media</p>
15:45 - 16:05	Qatar 2022 - How the World Cup impacts a country	<p>Moderator: Adrian Skelton Managing Partner, Talon International</p> <p>Simon Bowthorpe - Inter. Strategy Director, Dooha Media Bill Fordyce - COO Media, ELAN Group</p>
16:05 - 16:45	NETWORKING COFFEE BREAK	Exhibition Area - Foyer Al Andalus Ballroom - Level B
16:45 - 17:30	View from the OOH buyer side Challenges and Opportunities	<p>Moderator: Simon Bowthorpe - Dooha Media Amer el Hajj - Chief Investment Officer, Publicis Media Ziad Chalhoub - Regional Exec Director, MCN IPG Mansour Wehbe - Client Director, Talon MENA Ramzy Abouchacra - CEO, Carat MENA</p>
17:30 - 17:40	Wrap up and close of Day 1	<p>Tom Goddard President World Out of Home Organization</p>
19:00 - 22:00	Dinner at the hotel	Salamar Restaurant

09:20 - 09:30	Tom's welcome back	Tom Goddard President World Out of Home Organization
09:30 - 10:00	D is for Data, making data work for you in OOH	François-Xavier Pierrel Group Chief Data Officer, JCDecaux
10:00 - 10:40	Delivering growth The Benefits of OOH Audience Measurement	Moderator: Gideon Adey - CEO, GurOoh Maud Moawad - CEO & Co-Founder, Seventh Decimal Saleh Ghazal - CEO, OMD MENA Charles Parry-Okeden - Independent Chair, OMA Mark Flood - Global Head of OOH, Ipsos
10:40 - 11:00	Building an OOH measurement system from scratch in 2020	Maud Moawad - CEO & Co-Founder, Seventh Decimal Lewaa Hamadeh - CTO & Co-Founder, Seventh Decimal
11:00 - 11:20	Many Roads: One Approach Solutions for unleashing the power of your audiences	Mark Flood Global Head of OOH, Ipsos
11:20 - 11:40	Neuro Science advancing sector growth	Charles Parry-Okeden Independent Chair, OMA



12:00 - 12:20	The world isn't ending, it's changing. So is Digital Out-Of-Home.	Tarek Mezher - SaaS Sales, Broadsign
12:20- 13:00	Programmatic panel inc Q&A	Moderator: Eamon Sallam - Co-Founder & COO, ELEVISION Francesca Vincenti - Head of Programmatic, Picasso Srikanth Ramachandran - Founder & CEO, Moving Walls Gregory Fournier - GM, The TradeDesk Frank Vallenga - (D)OOH Enthusiast, Broadsign
13:00 - 13:20	The Evolution and Impact of Data-Driven Strategies in OOH	Chadi Farhat - Managing Director, Talon MENA Sophie Pemberton - Group Chief Strategy Officer, Talon
13:20 - 13:40	View from the omnichannels	Gregory Fournier GM, The TradeDesk
13:40 - 14:00	Wrap up and close of Day 2	Tom Goddard President World Out of Home Organization
14:00	BUFFET LUNCH	Exhibition Area - Foyer Al Andalus Ballroom - Level B



SPEAKERS



TOM GODDARD

President World Out of Home Organization

Tom is president of the World Out of Home Organisation and Chairman of Out of Home Capital - a global media consultancy, headquartered in London that provides high level advisory on all aspects of the OOH eco system. (oohcapital.com) Previously he was Chairman of Ocean Outdoor and has held senior executive roles in several leading OOH media businesses, including an eight-year spell as Chief Executive Office at CBS Outdoor International from 1999 to 2007. He is also a Board Trustee of The London Irish Charity Foundation and a member of the World Presidents Organisation



ELDA CHOUCAIR

CEO, Omnicom Media Group MENA

Constantly fine-tuning the media services division of Omnicom Group – Omnicom Media Group MENA and making sure the agency's talent is performing to the very maximum degree, this dynamic CEO has an organic approach. Elda's projects to accelerate the group's transformation have included developments in automation, predictive modelling, and eCommerce, not to mention her efforts to bring the agency's training and upskilling to the very highest level. With a 15-year history at Omnicom and plenty of accolades under her belt she also lends her expertise to industry groups the ABG, the IAB GCC and the International Advertising Association UAE Chapter.



SERENA ABI AAD

Creative Director, Havas Middle East

Serena is an award winning film director who found her way into advertising through her love of meaningful ads that have the power to change human behavior. Coming from the world of filmmaking and being a passionate storyteller, as a creative director at Havas Middle East, she is eternally challenging briefs to make sure the story moves people and doesn't leave them the same.



RAMZY ABOUCHACRA

CEO, Carat MENA

As the CEO of Carat MENA, Ramzy harnesses his experience in management and media to lead the agency's growth in the market. He is responsible for supporting clients as they put consumers at the heart of their businesses in an interconnected world and delivering on Carat's vision of 'Designing for People'. Prior to joining Carat, Ramzy held prominent positions in leading media powerhouses in the region, equipping him with over 20 years of experience in the field.

His career has seen him work with a portfolio of international clients that include Philip Morris, P&G, General Motors, Johnson & Johnson, Nokia, Emirates and Americana Group (KFC, Hardees), along with large local clients such as Etisalat in the UAE and Mobily in KSA.

SPEAKERS

GIDEON ADEY

CEO, GurOoh Ltd



Gideon is a Measurement Consultant for the World Out of Home Organization – developing OOH Audience Measurement Guidelines, and Global Market Sizing. Additionally, Gideon runs a consultancy business applying three decades of OOH analytics experience for buyers, sellers, industry bodies and OOH AdTech. Currently for Ipsos in the UK on Audience Measurement; and UniLED globally, promoting and delivering independent audience verification for DOOH; alongside some advisory roles. Previously, Gideon worked for with the world's largest buyer of OOH media, Kinetic, developing Audience Planning, helped develop the UK's OOH Audience currency, Route, and as Chair of the UK Specialist IPAO body, he has worked to bring standards and regulation to OOH.

SIMON BOWTHORPE

International Strategy Director, Dooha Media



Simon is the International Strategy Director at Dooha Media, where his role consists in supporting the management on international opportunities for the firm. Previously he was the Managing Director of UM and FP7/McCann in Qatar and Kuwait and the Global CMO of M&C Saatchi Sponsorship.

JOSH BUSTEED

Chief Commercial Officer, MPN



Joshua is a senior executive across media, digital, sports and entertainment with over 25 years experience across the globe. His experience spans Asia Pacific, the Middle East and Europe. This experience includes stints with IMG (International Management Group), Australian Radio Network and Fairfax Media Group. Joshua was recruited by ARN in 2012 and has been the Chief Commercial Officer for the last 9 years. He has been responsible for the ongoing continued revenue growth of ARN and is the key driver for the launch and extensive growth of there Out of Home Business MPN.

Aside from his active role in ARN, he is actively involved with the Dubai Hurricanes Rugby club as player and coach.

ZIAD CHALHOUB

Regional Executive Director Investments Mediabrands, MENAT



Ziad Chalhoub is the Regional Executive Director – Investments at Mediabrands MENAT. As the leader of the investment practice, he orchestrates media partnerships across the ecosystem, negotiates the best outcomes for the group's clients and spearheads the enforcement of accountability and compliance for the entire network. Ziad is a seasoned media expert with over 20 years of experience operating across a multitude of industries, brands and geographies. He started his career in strategy and planning and moved through the ranks to become a regional business director, before transitioning to investment management, pioneering a data-driven practice.

SPEAKERS



TINA CHIKHANI-NADER

Head of Digital Marketing, Media & Commerce
Personal care MET & Head of Arabia DMC, Unilever

Tina began her career in 1996 with Khalil Fattal & Sons as a Brand Manager, moving to Cadbury Adams Middle East in 2003 as the regional Chocolate Category Manager. In 2006 she joined Unilever to take on several roles across Marketing & Sales. In 2011, she was promoted to MENA Marketing Director, a position she held for 2 years before being appointed as the LEVANT Country Director. In 2018 she was appointed as Shopper & Customer Marketing Director. Following this stint, she led the Sales Department for the Unilever Gulf Business as Customer Development Director and was additionally appointed as GM of Unilever's JV businesses in UAE, Oman, Bahrain till mid-2020. Since 2020, Tina has been instrumental in setting up Unilever MENA's Digital Commerce ecosystem and growing it x100 times. More recently, she received the added responsibility of managing the full Digital Marketing and Media department for the Middle East and Turkey Personal Care Category. Tina is a passionate ED&I advocate and has recently completed her accreditation from Columbia University Business School and Stanford Business School.



GHADA EL-KARI

CMO, W Group (Hypermedia & DigitAl)

A native Lebanese with more than 25 years in Marketing and Communication field, Ghada's career spanned between advertising agency life to luxury Global brands from the client's side such as Tiffany & Co., Porsche across the Middle East, Africa, Turkey, CIS, Russia and sub-continent region. She joined the W Group in 2018 where she has been leveraging her deep regional understanding of what brands are looking for from authentic brand engagement and brand elevation along with her many years of "must-have experiences" crafted for what could arguably be considered some of the world's most discerning customers. Ghada has lived in Dubai for the past 21 years and has teenage twin 15-year old boys who definitely keep her on her toes!



AMER EL HAJJ

Chief Investment Officer, Publicis Media

Amer El Hajj spearheads Publicis Media's Commercial, Investment and Programmatic Media portfolio as Chief Investment Officer. He helped to guide the early growth of Starcom Mediavest across MENA before taking on the responsibility of the wider portfolio of Publicis Media's trading and investments. As a key member of the organisation, his knowledge and foresight has been the backbone for the strategic vision that guides investment decisions across the Publicis Media portfolio and the market leading execution of its commercial practice, propelling the growth of Publicis Media as a leading agency network in MENA. Throughout his 19 years of experience, his many successes in the market have both enriched his reputation and won him the admiration of industry heads. His career has been further decorated by partnerships and relationships built with P&G, Samsung, Nestle, Miral, Richemont, STC, Almarai, GSK, Emirates, Dubai Expo, DCTCM and NEOM to name a few. In his spare time, Amer is a family man, enjoys spending a lot of time with his family, making work-life balance a priority. He loves cycling and exploring different outdoor pursuits and relaxes to movies and music.



CHADI FARHAT

Managing Director, Talon MENA

Chadi Farhat has over 25 years experience working across media, marketing and comms within leading agency groups in MENA. He spent 20 years at Omnicom Media Group and as their Chief Investment Officer he led multiple dynamic mergers and acquisitions of varied vendors predominantly in the OOH industry. In 2022, Chadi has joined Talon as their MENA's Managing Partner with the aim to bring Talon's global expertise and best practices into the region.

SPEAKERS

MARK FLOOD

Global Head of OOH, Ipsos

Mark Flood is Global Head of OOH at Ipsos. Based in London, Mark focuses on the all business and technical aspects of OOH measurement, which he leads globally, identifying, assessing and deploying methodological and technological enhancements throughout the business. He has worked on Route since its inception. After a stint at Research International working mainly on the set up and day to day management of large-scale continuous surveys covering the travel and transport industry, he joined Ipsos in 2000. He went on to have overall project management and technical responsibility for all Route and BARB (TV) related activities within the company. The pioneering GPS based Route contract has been run and managed by Ipsos since 2007 and Mark has been integral to the set-up and ongoing development and enhancement of this service and many other OOH solutions globally.



BILL FORDYCE

Chief Operating Officer - Media, ELAN Group

Over the past 16 years, Bill has cemented his reputation as one of the leading out-of-home advertising experts in the Middle East.

With a MBA in Global Finance, Bill is currently the COO, Chief Operating Officer of Elan Media in Doha, Qatar.

Elan Media is the largest media company in Qatar with over 3,000 out-of-home assets, 600 digital signs, cinema and radio advertising assets, and printing services. Elan Media was a key partner for the historic 2022 FIFA World Cup and managed all OOH campaigns for Commercial Sponsors as well as the Qatar Supreme Committee for Delivery & Legacy. Bill has worked on out-of-home advertising projects in more than 35 countries across the Middle East, Eastern Europe, SouthEast Asia, South Asia, the former Soviet Union and Western Europe.



GREGORY FOURNIER

General Manager, The Trade Desk

As General Manager, Client Development for The Trade Desk, Gregory works to build meaningful relationships with the world's largest advertisers and agencies. In his role, Gregory, based in Singapore, has the mission to help them understand, navigate and leverage the power of the open internet to solve their unique advertising challenges. Through collaborating with global and regional product and engineering teams, Gregory develops customised solutions to meet the specific needs of the clients across Asia Pacific. Prior to this role, Gregory was the Global SVP of Strategy and Head of Luxury where he spent 8 years with Unruly. A recognized advertising and media expert with over 20 years of experience, Gregory has been an active council member of the IAB Southeast Asia and India for 7 years. Gregory is a graduate from University of Portsmouth and holds a Bachelor of Arts in International Economics and a Master Degree from KEDGE Business School.



SALEH GHAZAL

CEO, OMD MENA

With 15+ years of experience in the marketing and advertising industries of the MENA region, Saleh is passionate about the digital space, integrated marketing solutions and business development. Starting off his career in Digital Media, Saleh played an instrumental role within the founding team at OMD Digital in 2006. Following the business needs, Saleh then set out to become a hybrid planner with both Online & Offline expertise at hand, managing to win OMD several businesses and awards, while also championing the road to Programmatic and Performance. Saleh currently assumes the role of CEO at OMD MENA as he continues to employ his passion and experience to drive better results, faster for both OMD & its clientele portfolio.



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SPEAKERS



LEWAA HAMADEH

CTO & Co-Founder, Seventh Decimal

Lewaa Hamadeh is the CTO and Co-Founder of Seventh Decimal, a research tech company dedicated to the OOH industry.

Lewaa specializes in mobility modeling, spatial data science, GIS applications, and Ad Tech solution design, having spent most of his career as a telecom planning and optimization engineer, and later as an Ad Tech solutions specialist in mobile media. At Seventh Decimal, Lewaa leads the research and development of Streach, overlooking the technical roadmap of new metrics, functionalities, and research areas. Can you please confirm receipt and update the program accordingly?



JAMES HARRISON

COO, BackLite Media

James has over 20 years of media experience; having started his career in the UK, he now holds the position of Chief Operating Officer at BackLite Media in the UAE.

James has been responsible for launching key digital assets across the UAE, including The Triple Crown part of The Landmark Series. With a keen eye for data James has been central to the development of the data analytics platform BackLite Intelligence; this data is vital to ensure compatibility with programmatic trading strategies.



PHILIP MATTA

Group COO, W Ventures Holding (WGroup)

Philip accumulated more than 25 years of experience in advertising and OOH.

Philip was the first to launch advertising at the point of purchase over 19 years ago. Today, he continues to develop unique Digital OOH smart solutions and impact the industry in this digital age. He was also one of the pioneers in introducing the largest digital signage network across 36 key malls in the UAE, Dubai Metro stations and establishing its "network" power within the DOOH sector.



TAREK MEZHER

EMEA Account Executive, BroadSign

As an EMEA Account Executive at BroadSign, Tarek oversees the sales activities for Europe, the Middle East and Africa, and helps media owners efficiently manage and sell their digital and static out-of-home inventory. Having worked in OOH since 2016, Tarek has worked for some of the biggest names in the industry, including JCDecaux Spain as a Sales Executive for its Airport division, and Dentsu in the UK in various international media planning and investment roles. More recently, he was a Sales Manager for Atelier Athem, a French media owner that specializes in large format advertising banners.

SPEAKERS

BEN MILNE

Global Head of Out Of Home Media,
Dentsu International Markets

Ben is the Head of OOH for dentsu International. In this role Ben leads dentsu's OOH scaled service and capabilities across the globe. Ben has worked at dentsu for 23 years in various roles across planning, strategy, innovation and leadership across the UK, Russia, China, Japan, APAC and now leads dentsu's global OOH effort. Ben has spent half his career in the Asia Pacific region, most recently in Tokyo at dentsu Inc. where he spent five years helping to establish new OOH solutions such as Liveboard Inc., now Japan's leading OOH SSP. Ben was also responsible for platforms and partnerships in the Asia Pacific region at this time, accelerating dentsu's data & automation strategies. In his current role Ben is bringing together the communities of OOH specialists from within the dentsu network to focus on partnering with brands to build OOH product and services that deliver meaningful progress as a force for growth and good. Outside of work Ben spends most of his time bringing up his daughters, playing tennis, making music and continuing to study Japanese language.



MAUD MOAWAD

CEO and Co-Founder, Seventh Decimal

Maud Moawad is the CEO and Co-Founder of Seventh Decimal, a research tech company dedicated to the OOH industry. Based in the United Arab Emirates, and serving the GCC, Seventh Decimal introduced "Streach" in 2020 to provide a syndicated set of metrics for Out-of-Home measurement. Under Seventh Decimal, Maud today is championing a technical committee that includes leading stakeholders of the OOH industry from media owners and media agencies to launch the JIC for the OOH industry in the UAE. Maud is as well a seasoned telecom engineer and a serial entrepreneur in the mobile ad tech industry.



CHARLES PARRY-OKEDEN

Independent Chair, OMA

Charles Parry-Okeden has more than 30 years' experience in OOH media and current positions include: Independent Chair of the Outdoor Media Association of Australia (OMA) and MOVE, as well as, co-founder and Global CEO of Executive Channel Holdings Pty Ltd (ECN/Media i/MI-3) with operations across Australia, Europe and the UK. Charles is a current board member of the World Out Of Home Organisation.



SOPHIE PEMBERTON

Group Chief Strategy Officer, Talon

After a number of years agency side, Sophie joined Talon in 2015, just as the outdoor industry was at a turning point of digital evolution. With her extensive experience in media planning and strategy, Sophie helped to establish and build the Product and Data team which is responsible for Talon's technology platforms and some of the smartest thinking in the industry. Sophie now leads this team across regions and has recently created and launched Talon's Global strategic framework which will help to navigate the business through Talon's next stage of growth and diversification.



SPEAKERS



FRANÇOIS-XAVIER PIERREL

Group Chief Data Officer, JcDecaux

François-Xavier Pierrel is the Group Chief Data Officer for JcDecaux. He is responsible for the JcDecaux global data strategy to accelerate the digital transformation of the Out-Of-Home media.

Prior to JcDecaux, he spent several years at Renault, Microsoft, and Facebook. François-Xavier demonstrates a strong data expertise to enable digital transformation



LÉNAÏC PINEAU

Chief Sustainability & Quality Officer, JcDecaux

Lénaïc Pineau began her career in 2010 at Danone as Brand Manager where she was responsible for Les 2 vaches brand. In 2014, she joined Lindt as Senior International Brand Manager working with the Lindor brand. In 2015, she became Marketing Manager at Agril (Loïc Raisson, Ecusson, La Mordue, Kerisac, Bayeux brands). From 2018, Lénaïc Pineau was Senior Sustainability Manager at EY. In this role, for the past year, she was in charge of the certification of JcDecaux's extra-financial performance statement. In 2021, she has joined JcDecaux as Chief Sustainability & Quality Officer. Together with the Executive Board members, she defines the company's new ESG roadmap by chairing the ESG Programs Committee. She is an active member of the Vigilance Committee and the Ethics Committee for OOH within JcDecaux. As a member of C3D and UPE, she participates in the transformation of the entire industry to integrate more responsible practices in terms of communication. JcDecaux, the number one outdoor advertising company worldwide, is present in more than 80 countries and 3,518 cities with over 10,000 inhabitants.



SRIKANTH RAMACHANDRAN

Founder & Group CEO, Moving Walls

Srikanth Ramachandran is the Founder and Group CEO of Moving Walls, a data and technology led media group that helps leading brands measure, reach, and influence consumers on the move. At Moving Walls, he has scooped a range of Malaysian, Regional and Global Awards including the Most Promising Entrepreneur Award at the 2015 Asia Pacific Entrepreneur Awards (APEA). He has also been featured on industry platforms such as Bloomberg TV, Business FM, and The Asian Business Leaders Conclave (ABLCL).

Prior to this appointment, Srikanth established IBM Singapore's e-business team. As the Founder of Knowledge Dynamics, a Singapore-headquartered regional leader in the analytics space, Mr Ramachandran led the growth of the company for seven years, leading to a merger with an NYSE-listed company. Srikanth also has over two decades of experience in technology consulting and international sales and marketing, having lived in India, Oman, Singapore and Tokyo, and worked with global brands like IBM, Satyam, Ingres and Wipro. Mr Ramachandran has also served as Director on the board of Phimetrix, a global telecom audit firm since 2009, and in 2010 was appointed Advisor to Sriveda Emsys, an embedded software development company headquartered in India.



MARTIN SABBAGH

CEO Middle East & Africa, JcDecaux

Martin holds a Master of Corporate Finance and Finance Engineering degree from Paris Dauphine University. After graduating, Martin started his career as an investment banker with ING Barings. He then joined Ernst & Young as an auditor. After four years with EY, Martin joined JcDecaux, the leading outdoor advertising company in the world, as Merger & Acquisition analyst in Paris. Within his 14 years with JcDecaux, Martin has been promoted to various positions in the Paris headquarter from Director of Investor Relations to Director of Merger & Acquisitions and Business Development before being relocated to Dubai in January 2015 as the CEO for the Middle East. In January 2020, Martin has been promoted to the position of CEO for the Middle East and Africa and currently runs JcDecaux' operations in 25 countries from Dubai.

SPEAKERS

EAMON SALLAM

Co-founder & Chief Operating Officer, Elevision

As co-founder and Chief Operating Officer at Elevision, Eamon helped build and develop Elevision into the region's premier Digital-out-of-Home network. With background in finance and video production, he brings a variety of skills and alternative perspectives to his entrepreneurial ventures. Over the last 13 years Elevision has partnered with the region's most iconic developments - including Emaar, DIFC, JBR and Nakheel - to deliver a unique media experience to viewers and clients. Through rapid network expansion and a sophisticated content strategy, Elevision has positioned itself as the leader in the region's DooH media market. Having delivered the first programmatic DooH campaign in the MENA region, Eamon and his team continue to pioneer key elements of the workflow, concepts and strategies required to fully integrate DooH platforms with programmatic technologies and marketplaces.



ADRIAN SKELTON

Managing Partner, Talon Outdoor

Adrian Skelton has over 25 years of OOH experience, joining Talon in its infancy in 2014 and quickly becoming managing partner.

A key part of Talon's senior management, he recently oversaw the initial US expansion, the launch of Talon's International offices in Germany, Dubai and Singapore and the development of the group's global OOH network.

Adrian previously spent over a decade at Kinetic where he set up and ran the direct appointment side of the business.



FAWZI TUENI

COO of Arabian Outdoor, Choueiri Group

As Chief Operating Officer of Arabian Outdoor at Choueiri Group, Fawzi's career consolidates over 30 years of proven experience in the media and advertising industry. Focused on overseeing strategies aimed at commercial growth and expansion, the acquisition of media portfolios, the restructuring and development of teams, marketing and sales growth, along with the recruitment and training of staff, Fawzi heads-up multiple departments at Arabian Outdoor and drives insight, oversight and foresight aimed at advancing strategic business alliances, planning and network management, business and market development. He is also credited with infusing the innovation and expertise witnessed across the Gulf into the Egyptian market.



FRANK VALLENGA

VP of Sales (SaaS), Broadsign

Frank, a self-proclaimed (D)OOH enthusiast, has worked in the out of home industry for over 12 years. The last 8 years of those have been at Broadsign where he has been in various positions ranging from Director of Sales for the EMEA region to, more recently, being their Vice President of SaaS Sales. In this role he oversees all new business sales and growth initiatives for Broadsign's SaaS based offering.

Frank's deep knowledge and innate understanding of the OOH industry have made Frank a welcome guest to various industry events and a trusted partner to many out of home companies globally. Whether we are talking inventory management and optimization, campaign scheduling and distribution, programmatic digital out of home or anything else out of home related; you will find an engaged conversation partner in Frank.



SPEAKERS



ANTONIO VINCENTI

Founder & CEO, Pikasso

Antonio Vincenti, founder and CEO of Pikasso, a Beirut based leading Out-Of-Home Company operating in the Levant, North Africa, West Africa, the Caucasus and recently in Italy. As a passionate believer in the Out-Of-Home medium, Antonio has spent the last 37 years implementing international standards and best practices, promoting creativity, supporting noble causes on the billboards through the "Citizen Billposter" initiative, and has participated actively in the development of the Out-Of-Home advertising industry in the MENA region. He is involved in several business associations: Former President (2014-6/2016) of WOO (ex FEPE) & Vice President (2008-6/2022) - Founder and President of SOACL (Syndicate of Outdoor Advertising Companies in Lebanon) - Member of OAAA, IAA & CNCC (Italian National Council of Shopping Centers).



FRANCESCA VINCENTI

Head of Programmatic & Innovation, Pikasso

After graduating from Bocconi University with a Bachelor of Economics, Francesca joined the MENA Marketing department of Ferrero in Luxembourg for a period of 4 years. In September 2019, she joined Pikasso where she handles all the innovative projects and heads the Programmatic DOOH department that was established in 2020 at a Group level.



MATHIEU VERBRAKEN

Development Manager, Daktronics

Mathieu is Daktronics Development Manager for Middle East, Africa and Western Asia, and is located at the Daktronics Dubai Office. His responsibilities include direct sales to end users and identification of resellers and integrators in these regions. Before working in the Dubai office, Mathieu worked at Daktronics as a European Development Manager based out of Belgium. Mathieu has been involved in guiding OOH companies in their transition from static to digital and expanding the Narrow Pixel Pitch reseller network of Daktronics across his regions. Mathieu has attended Fepe / WOO conferences since 2009.



MANSOUR WEHBE

Client Director, Talon MENA

Mansour comes from a 15-year background of managing international clients' businesses at the agency side throughout the Middle East and worldwide. He is invested in understanding the industry's dynamics & challenges and is constantly looking for innovative solutions in today's digital world, and a firm believer that data and creativity come hand-in-hand. His in-depth understanding of the regional media landscape and data-driven consumer behavior have been paramount to his current role within the OOH business and the global expansion of Talon, with the launch of Talon's MENA office in Dubai.

SPEAKERS



WOO Mena Forum Sponsors & Exhibitors



Absen

Exhibitor

Established in 2001, Absen Optoelectronic Co., Ltd (SZSE: 300389) is a trusted global brand providing LED display solutions and services. Featuring reliable visual performance and proven product quality, Absen's LED displays have been exported to over 120 countries and regions around the world. Amongst the Chinese manufacturers of LED, Absen has been ranked number one Chinese exporter for the last, consecutive, nine years. With more than 30,000 successful installations in OOH advertising, retail, sports, entertainment, spectacles, branding, corporate and broadcasting, Absen has an LED product solution for every application. As a truly global player Absen is constantly developing its international sales and service networks. For our European partners and customers our European HQ is located near Frankfurt a.M., Germany, where we would welcome the opportunity to meet with you and demonstrate the proven quality and cost-effectiveness of our award-winning products.



BackLife

Desirable by Design®

Sponsor

We are a specialist, multi-national outdoor media company based in the United Arab Emirates, with offices in Abu Dhabi and Dubai. We have a well-justified reputation for our advertising signs' elegant and unique designs. We're known for only installing them in the UAE's most prestigious locations. We are recognised as one of Dubai's leading experts in the local media landscape. With strategic thinking, intelligent technology, and careful curation, we help brands own the spotlight. We are the number one partner with the RTA, with stand-out locations along Sheikh Zayed Road. We operate high-profile malls and cinema advertising in the UAE. We have also partnered with Merex to manage their extensive digital networks, installed at iconic outdoor retail and leisure destinations across Dubai.



W GROUP
HYPERMEDIA DIGITAL

Platinum Sponsor

W Group is a management holding with a diversified portfolio managing & investing in DOOH Media and Technologies. Through our specialized subsidiaries - Hypermedia and DigitAll - we exceed the limitations to produce the best outcome for our clients, by providing impactful, exclusive, and measurable experiences. Hypermedia empowers brands to grow stronger through smart Digital Out-Of-Home Media Experiences. Our OOH network, the largest in the UAE, is a combination of powerful technologically led media, strategic prime locations, and data measurement tools. DigitAll ignites the transformation of smart measurable media in the region while providing unique and creative solutions that offer technologies for digital OOH interactions with high ROI.



LEMMA

Gold Sponsor

Lemma is the fastest-growing independent SSP for Digital Out Of Home, envisioning the transformation of DOOH into the mainstream digital ecosystem by establishing direct connections with leading global Demand Side Platforms. Lemma has enabled multi-channel buyers and suppliers to connect and transact in DOOH without having to modify their platforms or do a custom integration. This is a massive leap forward for the OOH industry, as it increases both access to supply and demand from a wider array of programmatic buyers and sellers around the globe, including APAC, AMERICAS & EMEA. Founded in - 2017
Founder - Gulab Patil, Founder & CEO, Lemma



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Seventh Decimal is a research tech company dedicated to the Out-Of-Home industry. Our mission is to empower OOH with metrics, part of a Joint Industry Currency (JIC), that advertisers and suppliers can use to effectively trade and to show the integral part that OOH plays within the overall media mix. Seventh Decimal introduced "Streach" in 2020, a dynamic, impression based OOH measurement system that delivers precise and accurate indicators to measure and plan static and digital Out of Home.

Platinum Sponsor



Since 1995, Arabian Outdoor a Choueiri Group Brand has served brands and advertisers with a premium OOH network, which today, stretches across Dubai and Abu Dhabi.

As a pioneering, market-leader in the UAE's Outdoor Advertising market, Arabian Outdoor is a fully integrated media house, which extends a comprehensive array of Outdoor Advertising vehicles, Lampposts, Megacoms, Unipoles, Bridge Banners, Dubai Canal and most notably, the largest and most strategically significant MUPI network in the UAE, covering Dubai and Abu Dhabi.



WOO Global Sponsors & Exhibitors



Global Platinum Sponsor

hola Broadsign is making it easier than ever for media owners, agencies and brands to harness the power of out-of-home and connect with audiences across the globe. Powering over 1 million signs in airports, shopping malls, health clinics, transit systems, and more, Broadsign is at the heart of people's lives. The Broadsign platform helps media owners more efficiently manage their business operations while enabling brands and agencies to easily book OOH campaigns. The platform includes tools for content distribution, playback and proof of performance; sales inventory availability and proposal generation; automated programmatic DOOH transactions; and OOH business operations.



Global Gold Sponsor

Founded in 1968, Daktronics is recognized worldwide as the leading designer and manufacturer of electronic scoreboards, programmable display systems, advertising displays and large screen video displays using LED technology. The company has installed more than 35,000 individual video-capable displays in more than 80 countries around the world and has multiple international manufacturing and office locations. These displays inform and entertain people throughout the world including thousands of digital billboards and many custom Out Of Home digital advertising displays in places like Times Square, New York, and Piccadilly Lights in London. Recently the company installed an 8,000 sq. ft. LED video display system at Rogers Centre, Toronto, Canada.

dentsu

Global Platinum Sponsor

Part of Dentsu Group, Dentsu International is a network designed for what's next, helping clients predict and plan for disruptive future opportunities and create new paths to growth in the sustainable economy. Dentsu delivers people-focused solutions and services to drive better business and societal outcomes. This is delivered through five global leadership brands - Carat, Dentsu Creative, dentsu X, iProspect and Merkle, each with deep specialisms. Dentsu International's radically collaborative team of diverse creators unifies people, clients and capabilities through horizontal creativity to help clients create culture, change society, and invent the future. Powered by 100% renewable energy, Dentsu International operates in over 145 markets worldwide with more than 46,000 dedicated specialists, and partners with 91 of the top 100 global advertisers.

GAME CHANGERS



Global Gold Sponsor

Ipsos - world leader in Out of Home measurement. Ipsos operates OOH solutions in 17 different countries. (11 recognised industry currencies). We offer the most accurate and reliable insights for media owners, media agencies and brands. People-centric measurement Ipsos provides a total understanding of audiences. Our approach centres around understanding people and is how we build solutions reflective of local environments. We leverage the best in technology, national data sources and our research expertise to deliver realistic representative OOH data for any market need. Global Expertise Ipsos is present in over 90 different countries. Our local knowledge is supplemented by a central global OOH team which includes the expertise of MGE Data. (OOH Data and Technology specialists who design, develop and manufacture equipment and software.) This mix of global and local expertise enables us to offer tailored contemporary solutions, ensuring our clients have the most accurate datasets for media planning and advertising. We continually invest in our audience measurement capabilities. Our scale and expertise in data science ensures our tools are future ready. We help our clients to unleash the power of audiences



**WORLD
OUT OF HOME
ORGANIZATION**

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Kinetic uses intelligence, technology and creativity to help brands communicate with valuable audiences on the move. As the world's largest planner and digital innovator in Out of Home advertising, we understand the customer's physical journey better than anyone. Through the application of dynamic data and tech, we turn that journey into an Active Journey, driving people to take action in context. Whether it's through mobile and social, location-based experiences or in-transit, we are committed to delivering new ways to make OOH interactive and amplifiable – driving efficiency and measurable transactions and bringing forward the future of OOH communications for brands.

Global Platinum Sponsor



Moving Walls is a media technology group with a presence in seven markets across four continents. The group operates a myriad of technology for both the demand and supply sides of Out-Of-Home (OOH). For planners and buyers, Moving Walls operates 'Moving Audiences', a patented multi-sensor approach to location-based media measurement like billboards, digital signage, and transit media. For asset owners, the group's supply-side subsidiary, Location Media Xchange (LMX) is a platform for marketers to profile locations based on the types of audiences around the site and activate mobile and physical place-based media like digital billboards to reach them during this offline journey.

Global Platinum Sponsor



Talon is the leading global independent Out of Home (OOH) media agency focused on delivering smarter, creative, data-driven integrated OOH communications. Combining independence with a collaborative approach, Talon promotes open and transparent working relationships between many of the world's leading agencies, clients, and media partners that ultimately deliver greater value whilst inspiring people and caring for our planet. Headquartered in London with additional offices in Dubai, Dublin, Frankfurt, Manchester, Nashville, New York and Singapore, Talon delivers expertise at the global, national, regional, and local levels. Additionally, the agency has built a global OOH planning and buying network covering 100 markets across the U.S., Europe, Asia, and Latin America. For more information, please visit www.talonooh.com and follow us on Twitter and LinkedIn.

Global Platinum Sponsor



VIOOH is a leading global Supply Side Platform connecting buyers and sellers in a premium marketplace, making OOH easily accessible. VIOOH is pioneering the transformation of the OOH sector, championing its role in enhancing omni-channel digital campaigns through the use of programmatic capabilities and data.

WOO Global Sponsors & Exhibitors



Global Gold Sponsor

Hivestack is the largest independent, global, full stack, marketing & ad tech company, powering the buy and sell side of programmatic digital out of home (DOOH) advertising.

On the buy side, marketers use Hivestack's Demand Side Platform (DSP) to create measurable campaigns that activate DOOH screens in real-time based on consumer behavior and audience movement patterns. On the sell side, DOOH media owners use Hivestack's Supply Side Platform (SSP) & Ad Exchange to attract programmatic revenue. DOOH media owners can also use Hivestack's Ad Server to power impression-based, directly sold campaigns.

Our suite of solutions allows advertisers to plan, activate and measure DOOH campaigns at scale.

VISTARMEDIA

Global Gold Sponsor

Vistar Media is the world's leading end-to-end programmatic ecosystem for digital out-of-home (DOOH). Vistar Media's demand-side platform (DSP) and supply-side platform (SSP) empower buyers and sellers to easily transact on DOOH inventory, while applying intelligent data insights that improve media performance. Vistar's SaaS solutions (unified ad server and Cortex for device and content management) deliver enterprise-grade solutions for monetizing and operating digital signage networks at any scale. Founded in 2012, Vistar Media is headquartered in New York City and has offices across the United States, Canada, EMEA and APAC. Through its global reach, direct platform integrations, data partnerships, and complete technology stack, Vistar Media continues to power innovation and growth across the digital out-of-home industry.

Media Partners

The logo for Campaign Middle East, featuring the word "campaign" in a bold, lowercase sans-serif font with a red dot above the 'i'. Above the 'n' is the text "Middle East" in a smaller font. The logo is enclosed in a green circular graphic that is partially cut off at the top.

campaign
Middle East

Campaign Middle East is the authority for the marketing and communications industry in the region. It provides essential and market-leading coverage of advertising, media, marketing, PR, events and experiential, digital, the wider creative industries and more.

Produced by leading Dubai publisher Motivate Media Group, Campaign Middle East builds on 50 years of brand legacy and expertise, while focusing on the MENA region. It celebrates all aspects of communications, putting the creative and commercial sides of the marketing communications industry into a wider business and social context.

WOO Executive Team



MARK FLYS

Chief Operating Officer

Over 35 years experience in Outdoor Advertising/Out of Home Media, including 10 years on the buying side and 14 years self employed as an OOH media owner. Chief Operating Officer for the World Out of Home Organization, Mark takes care of business on a daily basis on behalf of the WOO Board of Directors. Married with 2 children, he also plays lead guitarist with London based media band, "The Breaks"



RICHARD SATURLEY

Chief Marketing Officer

A marketing professional with experience across varied consumer, service and hospitality and now Media Industries. Experience in permanent roles with International companies such as Compass and Whitbread as well as British Rail has been enhanced by interim/consultancy work with specific focus on strategic, brand and account development, performance and profit improvement.

Richard joined WOO in 2014 to project manage the 'Always On' Research commissioned by the Organisation. Since then, he has developed the role taking on responsibility for all aspects of Marketing and Communication including the Re-branding to the World Out of Home Organization in 2019, then taking on the role CMO in 2020.



ANNA PISANO

Events Director, World Out Of Home Organization

Anna Maria looks after all Congress planning and logistics on behalf of the WOO team through her independent company Global Studio, based in Milan, of which she's CEO & Executive Director. Anna has a longstanding experience in the world of tourism and in the organisation of congresses, conferences, conventions and events.

Anna has been an integral part of the WOO executive since the Milan Congress in 2012 and assists with many other WOO functions around the congress planning, including the exhibition and sponsorship details.



GIANGI RIOLFATTI

Events Manager

Giangi joined Global Studio in 2017 as Project Manager.

He is part of Global Studio's Management Team and is responsible for the organisation of major events, conferences and incentives.

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