

WORLD OUT OF HOME  
ORGANIZATION

APAC FORUM 2022

**KUALA LUMPUR**



## KUALA LUMPUR - OCTOBER 11<sup>TH</sup> - 13<sup>TH</sup> 2022

The World Out of Home Organization's first in-person APAC Forum is scheduled for October 11<sup>th</sup> - 13<sup>th</sup> 2022 in Kuala Lumpur, Malaysia. This follows WOO's first post-pandemic in-person Global Congress in Toronto and builds on the success of virtual Forums for Europe, Asia and Africa in 2021 and early 2022. Featuring a top class range of local speakers from across the region supported by international speakers and panellists, representing all aspects of the OOH ecosystem.

### TUESDAY 11<sup>TH</sup>

- Regional Out of Home Associations Meeting
- Welcome drinks at the Forum venue

### WEDNESDAY 12<sup>TH</sup>

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 WEDNESDAY 12<sup>TH</sup> - Dinner at the Colony Star Boulevard KLCC



### THURSDAY 13<sup>TH</sup>

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

- Driving OOH growth through Audience Measurement
- Making OOH Easier to buy - The growing impact of Programmatic buying of OOH
- Anamorphic Displays - 3D creativity

### FORUM VENUE

We are pleased to announce our Forum Venue is the InterContinental 165 JALAN AMPANG, Kuala Lumpur, 50450, Malaysia



**CLICK HERE TO REGISTER**  
FULL PROGRAMME DETAILS AVAILABLE SHORTLY