

WORLD OUT OF HOME ORGANIZATION

MARCH 11th - 13th 2024

AFRICA REGIONAL FORUM



WORLD
OUT OF HOME
ORGANIZATION

CAPE TOWN - AFRICA REGIONAL FORUM - 2024

The World Out of Home Organization is to hold its first Africa Regional Forum in March 2024. The Forum will be held in Cape Town, South Africa from March 11th to 13th 2024. The previous Regional Forums, in Kuala Lumpur, Dubai and Bali, attracted over 300 delegates each. We look forward to very warm welcome from our African hosts.

MONDAY 11TH

- Welcome drinks at the Forum venue

TUESDAY 12TH AND WEDNESDAY 13TH

One and a half days of presentations on the Expanding World of Out of Home from Media Owners, Buyers, Tech Suppliers and Clients with a lunchtime finish on the Wednesday.

We will be covering the following plus much more:

- Growing the Sector - working together and the important role of National Associations
- Maintaining OOH's Competitive Advantage
- Driving OOH growth through Audience Measurement
- OOH - A natural home for great creativity
- Responding to the Sustainability Challenge
- Growing importance of Data usage in OOH
- Making OOH Easier to buy - The growing impact of Automation and Programmatic buying of OOH



EVENING TUESDAY 12TH

A celebration dinner will be held on the Tuesday evening, venue to be confirmed.



FORUM VENUE

The Westin Cape Town, Convention Square, Lower Long Street Cape Town, South Africa, 8000. A 5 Star Conference Hotel in Cape Town

CLICK HERE TO REGISTER
FULL PROGRAMME DETAILS AVAILABLE SHORTLY

