

WORLD OUT OF HOME CONGRESS HONG KONG JUNE 5th - 7th 2024



HONG KONG, CHINA - JUNE 5TH - 7TH 2024

The World Out of Home Organization's annual conference is scheduled for June 5th - 7th 2024 in Hong Kong, China. Hong Kong 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 5TH

- Welcome drinks at the Forum venue

THURSDAY 6TH AND FRIDAY 7TH

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 Friday.

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 THURSDAY 6TH

The Gala Dinner will be held on the Thursday evening, venue to be announced.



CONGRESS VENUE

We are pleased to announce our Congress Venue is the Grand Hyatt Hong Kong, 1 Harbour Rd, Wan Chai, Hong Kong.



REGISTRATION NOW OPEN - [CLICK HERE](#)