

WORLD OUT OF HOME CONGRESS LONDON 2026

JUNE 3RD - 5TH 2026



WORLD
OUT OF HOME
ORGANIZATION

LONDON, UK

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The World Out of Home Organization's Annual Congress is scheduled for June 3rd - 5th 2026 in London, United Kingdom. This will be another exciting, and feature packed, Annual Congress 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 3RD

- National Associations Meeting
- Welcome drinks at the Congress venue

THURSDAY 4TH AND FRIDAY 5TH

Two days of presentations, and breakout sessions, on the Expanding World of Out of Home from Media Owners, Buyers, Tech Suppliers and Clients.

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
- The increasing impact of AI on OOH
- The importance of Retail Media going forward...

THURSDAY & FRIDAY EVENING

The Gala Dinner takes place on Thursday evening, with the popular Congress Afterparty on the Friday night.



CONGRESS VENUE

London Hilton on Park Lane
22 Park Ln, London W1K 1BE



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