

WORLD OUT OF HOME  
ORGANIZATION

FEBRUARY 15<sup>TH</sup> - 17<sup>TH</sup>

**MENA FORUM 2023**



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**DUBAI - MENA FORUM**

**FEBRUARY 15<sup>TH</sup> - 17<sup>TH</sup> 2023**

The World Out of Home Organization's first in-person MENA Forum is scheduled for February 15th - 17th 2023 in Dubai. This follows WOO's first post-pandemic in-person Global Congress in Toronto and our first in-Person APAC Forum in October as well as building 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.

**WEDNESDAY 15<sup>TH</sup>**

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

**THURSDAY 16<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 THURSDAY 16<sup>TH</sup>** - Dinner venue to be confirmed

**FRIDAY 17<sup>TH</sup>**

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

- Growing importance of Data usage in OOH
- Driving OOH growth through Audience Measurement
- Making OOH Easier to buy - The growing impact of Programmatic buying of OOH

**FORUM VENUE**

We are pleased to announce our Forum Venue is the Habtoor Grand Resort Hotel, Al Falea St., Jumeirah Beach, Dubai Marina, Dubai, UAE

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

