

WORLD OUT OF HOME CONGRESS MEXICO CITY



JUNE 4TH - 6TH 2025

WORLD
OUT OF HOME
ORGANIZATION

MEXICO CITY, MEXICO - JUNE 4TH - 6TH 2025

The World Out of Home Organization's annual conference is scheduled for June 4th - 6th 2025 in Mexico City, Mexico. 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 4TH

- Global Out of Home Associations Meeting
- Welcome drinks at the Congress venue

THURSDAY 5TH AND FRIDAY 6TH

Two days of presentations 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

Hyatt Regency Mexico City Hotel
Campos Eliseos No. 204 Polanco Chapultepec, 11560 Mexico City



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