

WORLD OUT OF HOME  
ORGANIZATION

NOVEMBER 4<sup>th</sup>-6<sup>th</sup> 2024

EUROPE REGIONAL FORUM



## MILAN - EUROPE REGIONAL FORUM - 2024

The World Out of Home Organization is to hold a European Regional Forum in November 2024. The Forum will be held in Milan, Italy from November 4th to 6th 2024. The previous Regional Forums, in Cape Town, Kuala Lumpur, Dubai and Bali, attracted over 300 delegates each. We look forward to very warm welcome from our Italian hosts.

### MONDAY 4<sup>TH</sup>

- Welcome drinks at the Forum venue

### TUESDAY 5<sup>TH</sup> AND WEDNESDAY 6<sup>TH</sup>

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 5<sup>TH</sup>

A celebration dinner will be held on the Tuesday evening at the amazing Eataly Milano Smeraldo.



### FORUM VENUE

MELIÀ HOTEL MILAN, Via Masaccio, 19, 20149 Milano MI

Elegant and sophisticated, it redefines the concept of exclusivity.

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

