

PRELIMINARY PROGRAMME



WORLD TOUR
European Forum
Episode 1
May 18th 2021

SESSION 1

10:00 - 11:30 UK TIME



10:00 - 10:10 Introduction
Tom Goddard
World Out of Home Organization

10:10 - 10:35 The Media World Today -
 The Agency prospective
 Mark Read interview with
 Tom Goddard
Mark Read
WPP

10:35 - 10:55 The Global New Different
David McEvoy
JCDecaux UK
Giovanni Uboldi
IPGDecaux Italy

10:55 - 11:15 Driving OOH Growth
 The Data Imperative!
Neil Eddleston
Runor Data Consulting Ltd.
Gideon Adey
World Out of Home Organization

11:15 - 11:30 2021: Reset, Recover & Rise in A
 Post COVID-19 Europe
Tom Perret
Plexus OOH
Winfried Karst
Talon Outdoor / Talon Germany

Wrap up

SESSION 2

13:00 - 14:30 UK TIME



Welcome Back
Tom Goddard
World Out of Home Organization

13:00 - 13:20 Use your Superpower
Justin Cochrane
Clear Channel

13:20 - 13:45 DDOOH
 Doing Diversity in OOH
Annie Rickard
OOH Capital
Naren Patel
Media For ALL
Isabel Massey
Diageo
Martin Firrell
Artist

13:45 - 14:05 The Future of Digital Technology
Reece Kurtenbach
Brett Wendler
Judd Guthmiller
Daktronics

14:05 - 14:30 Beyond 20% growth potential:
 Connecting (D)OOH & Mobile!
Christian Schmalzl
Ströer SE & Co. KGaA
Andy Sriubas
OUTFRONT Media

Wrap up

SESSION 3

15:30 - 17:00 UK TIME



Welcome Back
Tom Goddard
World Out of Home Organization

15:30 - 15:50 Outdoor, a power platform for
 creativity
James Murphy
New Commercial Arts

15:50 - 16:10 How OOH can support
 sustainability
Boutaina Araki
Clear Channel France

16:10 -16:30 The OOHnited Nations
Tim Bleakley
Ocean Outdoor

16:30 - 17:00 Programmatic Power Panel
Moderated by Mungo Knott
Global
Adam Green, *Broadsign*
Nikki Hawke, *Hivestack*
JC Conti, *Viooh*
Keni Bernardin, *Livedooh-Signkick*

Wrap up