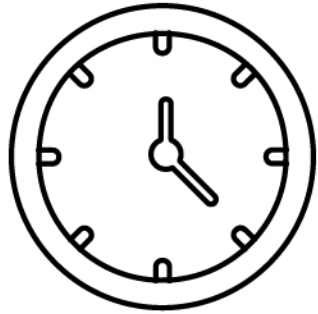


# PROGRAMME



WORLD TOUR  
European Forum  
Episode 1  
May 18<sup>th</sup> 2021



## **01 PROGRAMME**



## **02 SPEAKERS**



EXHIBITOR

## **03 SPONSORS**



## 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 perspective  
 Mark Read interview with  
 Tom Goddard  
**Mark Read**  
*WPP*

10:35 - 10:55 The Global New Different  
**David McEvoy**  
*JCDecaux UK*  
**Giovanni Uboldi**  
*IGPDecaux 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 Perrett**  
*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

# SPEAKERS - Session 1



## **TOM GODDARD**

*President and Executive Chairman, World Out Of Home Organization*

Tom has served on the board of the World Out of Home Board since 2015 and was appointed President in 2017. He is also Chairman of OOH Capital and former Chairman of Ocean Outdoor from 2009 to 2020 and CEO of CBS Outdoor International from 2000 to 2008. Prior to that he served as CEO to several major OOH businesses including Viacom and Maiden Outdoor.

He is a member of the World Presidents' Organisation and is a Trustee of the London Irish Centre, a charitable and cultural institute, based in Camden, London



## **MARK READ**

*Chief Executive Officer, WPP*

Founder of Webrewards Ltd., Mark Julian Read is a British businessperson who has been at the helm of 7 different companies and currently is Chief Executive Officer & Executive Director at WPP Plc and Global Chairman at Blast Radius, Inc. (Canada), Chief Executive Officer of WPP Digital and Chief Executive Officer of KBM Group LLC (which are all subsidiaries of WPP Plc) and Global Chief Executive Officer at Webrewards Ltd. He is also Chairman-Digital Councilor at The Natural History Museum and on the board of 7 other companies. Mr. Read received an MBA from INSEAD and an undergraduate degree from Trinity College, Cambridge.



## **GIDEON ADEY**

*Measurement Consultant, World Out Of Home Organization*

Gideon is an OOH practitioner with three decades experience with media owners, agencies, AdTech and OOH audience research. Passionate about accountability and measurement - Gideon currently works with Ipsos, a leading research company with global reach on OOH audience measurement, and UniLED solutions, the world's leading independent digital OOH verification company. Gideon consults for the World Out of Home Organization on measurement.

Previously, at Kinetic Worldwide, he was involved in the automation of OOH Planning and Transacting, developing the data for automated decision making in OOH, and represented Kinetic at Route, the UK's OOH audience currency.



@gurooh1



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## **NEIL EDDLESTON**

*Founder, Runor Data Consulting Ltd.*

Before establishing Runor Data Consulting in 2020 to guide clients in making sense of the use of data in the media space for measurement and targeting, Neil worked in strategic marketing and research roles in television (ITV) in the United Kingdom and more recently in a global role for the JCDcaux Group. As Managing Director of the global sales and marketing division, JCDcaux OneWorld, he was responsible for developing lasting partnerships with international advertisers and agencies, providing the necessary tools to make OOH accountable and relevant to these businesses. Latterly he was a member of the internal structure which developed the group data strategy including the establishment of VIOOH, an industry programmatic trading platform.



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# SPEAKERS - Session 1



**DAVID MCEVOY**  
*CMO, JCDecaux UK*

David McEvoy is CMO of JCDecaux UK and has worked in media in both television and OOH. He believes that intelligence and insight linked to inspiration produces competitive advantage for clients and advertisers. Recent publications include The Brand Gap (Getting a balanced marketing funnel), The Moments of Truth (how creative and locational context increases brain activity aligned to attention and engagement) and The Two Screen Future (how DOOH acts as a priming agent for increased noticeability on mobile including Facebook). He has published his first book on media and audience planning in a post COVID world called P<sup>2</sup>+C=5. David is a graduate from Manchester University and a fellow of the Chartered Institute of Marketing.



**TOM PERRETT**  
*Client Services Director, Plexus OOH*

Tom has over 15 years' experience in the Out of Home media specialist & Aviation industry. 10 of those have been international leadership positions. Tom leads the Plexus team and is responsible for delivering Smarter as Standard, consistent solutions for our clients across multiple markets and environments.

 @Tom\_Perrett\_




<https://www.linkedin.com/in/tom-perrett-8985ab2a/>



**WINFRIED KARST**  
*Managing Director Europe, Talon Europe*

Winnie has now nearly 25 years' experience in international OOH both on vendor and agency side being the co-founder of several media start-ups in the OOH environment and now serving as Managing Director Europe based at Talon Germany in Germany fully supporting the "smarter as standard" philosophy on a global scale generating ROI and positive output for our clients and agency partners."

 @winniekarst\_



<https://www.linkedin.com/in/winniekarst>



**GIOVANNI UBOLDI**  
*Commercial & Marketing Director, IGPDecaux*

Giovanni Ubaldi joined IGPDecaux in 2018 after a long experience in Pay TV sector at Sky Italia started in 2010, where he held as his last role that of Marketing Director of Sky Media, after being Pay-Per-View and Video On Demand Director. Previously, since 2004 he has worked at Vodafone in the Areas of Strategy, Business Planning and Consumer Marketing and, before that, in Bain & Company and Deloitte Consulting as a strategic consultant, focusing mainly on commercial projects in marketing, commercial and media..



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# SPEAKERS - Session 2



## ANNIE RICKARD

*Managing Partner, OOH Capital*

Annie has over 30 years of executive experience in OOH at the highest level. During that time, she has been involved in developing and implementing strategies to grow businesses around the world, as well as acquisitions. She is a pioneer in the global OOH industry having been a founding partner of Posterscope in 1983, growing the world's first OOH specialist agency into an international media powerhouse with revenues of \$3bn+ and offices in over 35 countries. This is now owned by Dentsu. She is also a founding member of the Women's Equality Party in the UK for whom she is an active advocate and campaigner. She is Chair of the Steering Committee and on the Executive.



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## CHRISTIAN SCHMALZL

*Co-CEO Ströer SE & Co. KGaA*

Christian Schmalzl studied political science, philosophy, literature, and sociology in Passau, Munich, and Cardiff. While in college, he also worked as a freelance journalist in the editorial departments of various newspapers and publishers. After graduating from college, he joined Munich-based MediaCom as a trainee. In 2002, a little more than two years after starting out as a trainee, he became the youngest managing director in the agency group's history. In 2007, he assumed full responsibility for all business activities in Germany. After just 10 years with the internationally active media group, he was made Worldwide Chief Operations & Investment Director (COO) at the age of 36. Christian Schmalzl joined Ströer's Board of Management at the end of the 2012.

As COO, he headed overall group operations in Germany and abroad. In March 2017 Christian Schmalzl was appointed Co-CEO of Ströer SE & Co. KGaA and since then has led the M-DAX company together with CO-CEO Udo Müller.



<https://www.linkedin.com/company/stroer/>



## ANDY SRIUBAS

*Chief Commercial Officer, OUTFRONT Media USA*

As the Chief Commercial Officer, Andy is responsible for the company's strategic direction. This includes oversight of the company's partnerships, product, digital operations, client platform experience and corporate & business development, as well as our significant municipal and real estate relationships. Prior to joining OUTFRONT, Andy served at the Chief of Strategy & Corporate Development for Sonifi Solutions, a leading provider of video programming, advertising and infrastructure to the hospitality and healthcare industries. A 23-year veteran of the investment banking industry, he held Managing Director roles at JPMorgan, UBS, and Donaldson, Lufkin & Jenrette, providing strategic advice to, and raising capital for their Technology, Media & Telecommunications clients.



@sriubas1



<http://linkedin.com/in/andy-sriubas-835a562>



## BRETT WENDLER

*Vice President of Design and Development, Daktronics*

Brett Wendler is the Vice President of Design and Development at Daktronics. He is responsible for product development activities. Prior to his current role, Wendler served as the Engineering Manager responsible for LED Video Display systems.



<https://www.linkedin.com/in/brett-wendler-18bb47100/>

# SPEAKERS - Session 2



## JUSTIN COCHRANE

*CEO, Europe, Clear Channel Outdoor*

Justin Cochrane is the CEO of Clear Channel UK & Europe. Justin joined Clear Channel in 2001 and has held a number of roles including Group Finance Director for Clear Channel International; Clear Channel UK CEO, Chief Operating Officer, Europe and in 2019 took up the role of CEO Europe. Justin has been Chair of Outsmart, the trade body for UK Out of Home, since 2016. Justin lives in Ireland, on the coast of West Cork, a great contrast to working in London.



<https://www.linkedin.com/in/justin-cochrane-7304751/>



## JUDD GUTHMILLER

*Vice President of International, Daktronics*

Judd Guthmiller is the Vice President of Daktronics International business. He is responsible for the business carried out across Europe, Middle East, Africa, Asia Pacific, and Central & South America. Prior to this role, Guthmiller provided oversight for the success of International projects.



<https://www.linkedin.com/in/judd-guthmiller-2516535/>



## MARTIN FIRRELL

*Public Artist, Martin Firrell Company Limited*

Martin Firrell is a British public artist whose works confront unjust power systems of all kinds, including patriarchal power and the heteronormative status quo. He uses language to engage directly with the public, provoking dialogue about more equitable social organisation. The artist's reported aim is 'to make the world more humane'. His work has been summarised as 'art as debate'. One of the London's most influential public artists (THE GUARDIAN). The conscience of the 21st Century (INTERNATIONAL NEW YORK TIMES).



## ISABEL MASSEY

*Global Media Director Marketing, Diageo*

I am global media director at Diageo, one of the world's largest producers of spirits and beers, with a collection of over 200 beverage alcohol brands including Johnnie Walker, Smirnoff, Tanqueray and Guinness. I've led Diageo's media transformation globally since 2016, previously responsible for Diageo's media planning and buying across Europe. My philosophy is that every marketer – especially me – needs to be in constant learning mode, becoming ever more ambitious, ever more thoughtful in how we invest in media and allow our brands and businesses to thrive.



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## NAREN PATEL

*Founder Media for All*

Naren Patel joined the media industry in 1991. At Primesight he floated the outdoor advertising business on the London Stock Exchange before selling it to SMG and then leading an MBO of the business. Subsequently he grew Primesight to become one of the leading and most successful brands in the media industry. In September 2018, the company was acquired by Global Radio and Naren stepped down as CEO of Primesight in July 2019, before launching Geoprove, a verification tool for location based mobile advertising. Passionate about improving ethnic diversity in the Media sector Naren is now focussed on Media for All ([www.mediaforall.org.uk](http://www.mediaforall.org.uk)) a social enterprise that he created in 2018. MEFA provides free mentorship and support for Black, Asian and other ethnic talent in media. The group has over 150 senior Black and Asian role model volunteers



@narenpatel



<https://www.linkedin.com/in/naren-patel/>



## REECE KURTENBACH

*President and CEO, Daktronics*

Reece Kurtenbach is the Chief Executive Officer for Daktronics, Inc. Previously, Kurtenbach served as Executive Vice President for Live Events and International and provided corporate oversight for the company's design and development engineering..



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# SPEAKERS - Session 3



## **BOUTAÏNA ARAKI**

*CEO, Clear Channel France*

Boutaina Araki is the CEO of Clear Channel France, the single biggest European market in CCI, and is responsible for pursuing and accelerating the company's digital transformation. She joined Clear Channel in 2011 as CFO.

She became Managing Director in November 2016, and CEO in February 2020.

Before joining Clear Channel, she was CFO for Exterior Media, responsible for finance, legal and IT. Prior to this, she held the position of CFO at La Martinière Groupe. Her experience also includes 5 years at Canal+ Group, as Director for Accountancy, consolidation and management reporting.



@BoutainaAraki



<https://www.linkedin.com/in/baraki>



## **KENI BERNARDIN**

*Co-Founder and CEO, Livedooh Signkick*

Keni has more than 13 years of experience in entrepreneurship. In 2008 he co-founded his first company in the field of visual analytics in Germany. Since the founding of LiveDOOH in 2013 he has been involved in developing its commercial growth, from a small innovative tech house to one of the major players in automation in DOOH. He also helped design and implement LiveDOOH's ground-breaking optimization core. Since 2021 he acts as the CEO of the merged Livedooh and Signkick companies. Keni holds a PhD in computer science from the Karlsruhe Institute of Technology.



## **TIM BLEAKLEY**

*CEO, Ocean Outdoor Ltd*

Tim Bleakley was appointed Chief Executive Officer of the Company in 2018 having served as Chief Executive Officer of Ocean Outdoor since May 2010. A specialist in media brand building and turnarounds, Tim has steered Ocean through three phases of private equity investment, followed by three UK acquisitions and the Company's full LSE listing in January 2019 via its investment partner, Ocelot. Ocean Outdoor Ltd has since expanded into Europe via multiple strategic acquisitions in the Netherlands and Scandinavia. Tim was the recipient of the International Leadership Award at the 2019 World OOH Congress.

Tim has previously held senior leadership positions in some of the UK's highest profile media companies including ITV, talkSPORT, Emap Advertising (now Bauer) and CBS Outdoor (formerly Viacom).



## **JEAN-CHRISTOPHE CONTI**

*CEO, VIOOH*

Jean-Christophe (JC) Conti is the CEO of VIOOH, a leading global digital out of home (OOH) marketplace. With over 25 years of industry experience, JC joined VIOOH when the business's launched in 2018. As CEO he leads a team of digital out of home and ad tech experts in developing and managing VIOOH's platform, which connects buyers and sellers in a premium marketplace, making OOH easily accessible.

At VIOOH, JC is also responsible for driving the business' continued growth. As of April 2021, VIOOH trades programmatically in twelve markets across Europe, the US and APAC regions, with more to follow. With JC at the helm, VIOOH aims to be a world-leading platform in the fast-growing global programmatic OOH sector.



@jc\_conti



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# SPEAKERS - Session 3



## ADAM GREEN

*Senior Vice President and General Manager, Broadsign Reach*

Adam, oversees the continued growth of Broadsign's leading global digital out-of-home programmatic platform.

Previously, Adam spent eight years managing Google's relationships with media and creative agencies in Canada. He has also worked as a management consultant, a renewable energy sector entrepreneur, a mechanical engineer, and an analyst in the computer hardware industry.

He holds a degree in mechanical engineering from Queen's University and is a proud grad school drop-out.



## NIKKI HAWKE

*Chief Marketing Officer, Hivestack*

Nikki Hawke is Hivestack's Chief Marketing Officer. She leads the team responsible for the Hivestack's advertising, sponsorship, digital and product marketing as they continue to focus on worldwide expansion and exponential growth across both the buy and sell side of the business. Prior to joining Hivestack, Hawke served as CMO of New York-based Prohaska Consulting where she led marketing in addition to all brand and agency consulting projects as Global VP, Marketer & Agency Strategy. Previously, she led a global team as CMO of The Exchange Lab, a UK based programmatic specialist agency that was acquired in 2015 by WPP's GroupM while she was at the helm.

 @NikkiHawke

 <https://www.linkedin.com/in/nikki-hawke-1a600a6/>



## MUNGO KNOTT

*Commercial Platform and Product Director Outdoor, Global*

Mungo has enjoyed 38 years working in the Out of Home advertising industry in a career which has encompassed a range of roles focussed on both the buying and the selling sides of the industry, including 10 years as a Board Director of Posterscope and Meridian Outdoor responsible for Commercial Investment. In 2018 Mungo joined Global following their acquisition of Primesight. He is responsible for leading the development of the DAX programmatic platform for Outdoor bringing it to market in 2020, and for developing the connected trading via API. Mungo is actively involved in industry matters as Co-Chair of the UK OOH Industry Standards Committee, and a Board member of the Industry Research Body - Route

 @1Mungo

 <https://www.linkedin.com/in/1mungo>



## JAMES MURPHY

*Founder/CEO, New Commercial Arts*

James Murphy is co-founder of creative agency New Commercial Arts and before that a co-founder and CEO of adam&eveDDB.

New Commercial Arts was founded in May 2020 and the World Out of Home Organization was its first client. NCA devised and produced the celebrated #OurSecondChance digital out of home campaign which ran around the world. Since then, NCA has gone on to win accounts from Halifax, Uber, Vodafone and Habitat/Sainsbury's. Murphy's former agency adam&eve grew from a 2008 start-up to be the UK's biggest by billings and revenue in 2019 as adam&eveDDB, and was voted UK Agency of the Year six times, Cannes Lions Agency of the Year in 2014 and 2018 and won the IPA Effectiveness Grand Prix in 2012, 2014 and 2016.

# SPONSORS



*We're on a mission to light up the world. We believe in a world where digital and real-life experiences collide. Where campaigns drive growth, build excitement and prompt innovation. Where digital interactions inspire conversations and connect communities. Where bold creativity inspires bright ideas.*

*From your local high school scoreboard to video systems in major league stadiums, and roadside LED signs to iconic digital signage in Times Square, Piccadilly Circus and around the world, there's a good chance you see our products every day.*



Hivestack is the global, full stack, marketing technology company that powers the buy and sell side of programmatic digital out of home (DOOH) advertising.

*Part of the Talon group, Plexus is the largest independent global OOH network. International Out of Home planning and buying requires creativity, agility, and bespoke expertise. Working closely together, we bring smarter media planning and creative execution to life for our clients around the world. In a rapidly changing marketplace, digital, automation and programmatic represent huge opportunities, but also there are challenges to consider.*



*VIOOH is a leading global Supply Side Platform connecting buyers and sellers in a premium marketplace, making OOH easily accessible. VIOOH is pioneering the transformation of the OOH sector, championing its role in enhancing omni-channel digital campaigns through the use of programmatic capabilities and data.*







## Experience the Daktronics Difference

*Daktronics helps its customers to impact their audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards, audio systems and control systems in sport, business and transportation applications. Founded in 1968 as a USA-based manufacturing company, Daktronics has grown into the world leader in audiovisual systems and implementation with offices around the globe.*

*Discover more at [www.daktronics.com](http://www.daktronics.com).*



# SPONSOR

## 2021



## We activate programmatic DOOH with precision. Globally

*Hivestack is the global, full stack, marketing technology company that powers the buy and sell side of programmatic digital out of home (DOOH) advertising.*

*On the buy side, marketers use Hivestack's Demand Side Platform to create measurable campaigns that activate DOOH screens in real-time based on consumer behaviour and audience movement patterns.*

*On the sell side, DOOH media owners use Hivestack's Supply Side Platform & Ad Exchange to attract programmatic revenue.*

*DOOH media owners can also use Hivestack's Ad Server to power audience-based, directly sold campaigns.*

*Attribution is a first class-citizen throughout Hivestack's platform, offering buyers and sellers the ability to measure business outcomes at all stages of the consumer sales funnel.*



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## 2021





## Light up the world

*Broadsign empowers publishers, agencies and brands to harness the power of out-of-home and connect with audiences across the globe. Powering over 425,000 signs along roadways and in airports, shopping malls, health clinics, transit systems and more, Broadsign is at the heart of people's lives.*

*The Broadsign platform helps publishers more efficiently manage their business operations while enabling brands and agencies to easily book OOH campaigns. The platform includes tools for content distribution, playback and proof of performance; sales inventory availability and proposal generation; automated programmatic DOOH transactions; and OOH business operations.*



# SPONSOR

## 2021



# PLEXUS

Smarter as Standard

*Part of the Talon Group, Plexus is the largest independent global OOH network.*

*International OOH planning & buying requires creativity, agility and bespoke expertise. Our Plexus team serves as a centralised hub connecting over 20 Talon & partner offices around the world, enabling us to plan, buy and execute client campaigns globally.*

*Working closely together, we bring smarter media planning and creative execution to life for our clients around the world;*

#### *Smart Media*

- *Media optimisation*
- *Data-driven audience insights*
- *More relevant target audiences*

#### *Smart Creative*

- *Dynamic Creative*
- *Optimisation*
- *Data driven dynamic content*

**We call this Smarter as Standard**



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## 2021



## YOUR HEADLINE

*VIOOH is a leading global digital out of home marketplace. Launched in 2018 and with headquarters in London, VIOOH's platform connects buyers and sellers in a premium marketplace, making OOH easily accessible.*

*Led by a team of digital OOH and programmatic tech experts, VIOOH is pioneering the transformation of the OOH sector, championing its role in enhancing omni-channel digital campaigns through the use of programmatic capabilities and data. VIOOH currently trades programmatically in 12 markets, and is on track to reach 18 markets by the end of 2021.*

*For more information about VIOOH, please visit [www.viooh.com](http://www.viooh.com)*



# SPONSOR

## 2021

# WOO Executive Team



## MARK FLYS

*Chief Operating Officer*

Over 30 years experience in Outdoor Advertising/Out of Home Media, 14 of which were self employed as an OOH media owner. Chief Operating Officer for World Out of Home Organization, the global OOH Federation. Taking care of business on a daily basis on behalf of the WOO Board of Directors. The WOO Board includes representatives from key media owners such as JCDecaux, Clear Channel, Ströer, Global and oOh! Media, as well as OAAA and ALOOH! Mark is married with two children and lives in Amersham Buckinghamshire. He also plays guitar in a London based media industry band.



## ANNA MARIA PISANO

*Events Director, World Out Of Home Organization*

Anna Maria looks after all Congress planning and logistics on behalf of the WOO team through her independent company Global Studios, based in Milan. She has a longstanding experience in the world of tourism and in the organisation of congresses, conferences, conventions and events. Anna has been an integral part of the WOO executive since the Milan Congress in 2012 and assists with many other WOO functions around the congress planning, including the exhibition and sponsorship details.



## RICHARD SATURLEY

*Chief Marketing Officer*

A marketing professional with experience across varied consumer, service and hospitality and now Media Industries. Experience in permanent roles with International companies such as Compass and Whitbread as well as British Rail has been enhanced by interim/consultancy work with specific focus on strategic, brand and account development, performance and profit improvement.

Richard joined WOO in 2014 to project manage the 'Always On' Research commissioned by the Organisation. Since then, he has developed the role taking on responsibility for all aspects of Marketing and Communication including the Re-branding to the World Out of Home Organization in 2019, then taking on the role CMO in 2020.

## Contact Us

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### Chief Operating Officer

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### Chief Marketing Officer

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### Events Director

Anna Maria Pisano [anna@worldooh.org](mailto:anna@worldooh.org)

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