Media channels are evolving due in large part to advances in technologies. The national convention program will examine shifts in overall media strategies and identify specifically how out of home (OOH) advertising can amplify a media campaign.

In San Diego, the program will address current perceptions about OOH and examine how the medium can amplify and validate other media, particularly mobile and social applications. The national convention will also serve as a platform to confirm a vision for the entire OOH industry to rally around, provide compelling proof-points, and instill confidence in the vibrant future of the industry.

Register at www.oaaa.org or www.tabonline.com

Out of Home AMPLIFIES

- Achieving some of the lowest CPMs and highest ROIs in advertising, both as a stand-alone medium and as part of a media mix
- Presenting messages relevant to the environment where audiences go
- Building brand affinity at levels equal to TV
As Chairman and CEO of Outfront Media, Prior to his appointment in the US, he spent three years on the client side working for BSkyB and gained 15 years of OOH experience in Europe, Asia, and Latin America. He joined WPP through its acquisition of The Rapport Group and serves as Rapport’s President for 11 countries. As Chairman and CEO of Outfront Media, he oversees the growth and continued success of the recognized global leader in OOH advertising and media. Before joining Outfront Media, he spent 20 years at the Solomon Company and led the rebranding to Outfront Media. He spent 11 years at CBS, Fox International and the Discovery Networks, and Latin America. He was named one of the most influential leaders by DM News magazine and one of media buyers’ Top Global Thinkers. Gladwell has also been a staff writer for The New Yorker and a contributing writer for Vanity Fair.

There are other exciting speakers scheduled to attend. Visit www.oaa.org to learn more as speakers are announced.
An Inspiring and Thought-Provoking Program

A vast array of renowned speakers will inform, engage, and instruct the national convention audience. The program includes two full mornings of general session presentations and an afternoon with motivating workshops. There will be something of interest for everyone at the 2015 OAAA/TAB National Convention + Expo.

Main Stage General Session

Leading the rest of our happy Breakfast Through the Looking Glass with New York Times bestselling authors Jeffrey Gitomer and Malcolm Gladwell, WXO's CEO and President Scott Gibbons will kick off the 2015 National Convention in ways sure to set the stage for the entire event.

Malcolm Gladwell, celebrated business author

Malcolm Gladwell is author of the New York Times bestsellers — The Tipping Point, Blink, Outliers, and What the Dog Saw. The New Yorker staff writer and author of several New York Times bestsellers — The Tipping Point, Blink, Outliers and What the Dog Saw — has been named one of the 50 most influential people by TIME Magazine and one of mogul Rolex’s Top Global Thinkers. Gladwell has also been a staff writer for The New Yorker magazine.

Featured Speakers

Mark Boleat, Peter J. Solomon Company

Mark Boleat is managing director and member of the Board of Directors of the Global Business Policy Council (GBPC). He is responsible for the firm’s digital media, entertainment, communications, and technology (DMECT) services. In addition to his roles in DMECT, Mr. Boleat is a member of the GBPC’s board of directors.

Mark Boleat / Peter J. Solomon Company

Malcolm Gladwell is one of the world’s best known authors and speakers. He has been named one of the 50 most influential people by TIME Magazine and one of mogul Rolex’s Top Global Thinkers. His books include The Tipping Point, Blink, Outliers, and What the Dog Saw, which are all New York Times bestsellers. A former staff writer for The New Yorker, Gladwell is also the author of the non-fiction bestsellers — Malcom Gladwell: A Biography of Ideas — and has published several New York Times bestsellers — The Tipping Point, Blink, Outliers and What the Dog Saw — that have been translated into more than 35 languages around the world.

The second track will explore ways technology is changing the OOH business. Demystifying Mobile Connectivity will be a session that will explain how to effectively integrate mobile technology with OOH campaigns. The Innovation Lab will outline cutting-edge technologies that are changing the way OOH can engage consumers.

Expo

The Expo, listening with innovation, will be the perfect opportunity for OOH buyers and sellers to explore the latest trends and developments in the industry. The event will feature a variety of sessions, workshops, and presentations on a range of topics, from data-driven advertising to mobile and social media marketing, as well as a variety of hands-on experiences and interactive demonstrations that will allow attendees to discover new and innovative ways to reach their target audiences.

FOARE K Run

Get your blood pumping with a sunrise run along the bay. The FOARE K run is sponsored by the Foundation for Outdoor Advertising Research & Education (FOARE) and promises fun for everyone.

Schedule of Events

Monday, May 11

10:00 am – 12:00 pm TAB Board of Directors Meeting
12:30 – 3:00 pm OAAA Board of Directors Meeting
6:00 pm – 8:00 pm Opening Reception in the Expo

Tuesday, May 12

7:30 – 8:30 am Breakfast in the Expo
8:30 am – 12:30 pm General Session
12:30 – 2:00 pm Luncheon in the Expo
2:00 pm – 4:00 pm Workshops
6:00 pm – 7:00 pm Awards The Show Reception
7:00 pm – 8:30 pm Industry Awards + OBBIE Awards Program
8:30 pm – 9:00 pm Awards After-Party Celebration

Wednesday, May 13

6:00 am – 7:00 am FOARE-K Fun Run
7:00 am – 8:00 am Breakfast
8:00 am – 10:00 am General Session

Workshops

Tuesday afternoon’s program features two active tracks that will explore reported subjects transforming the OOH industry. The first forum focuses on solutions for building business and includes measurement and metrics with a panel hosted by 119, tools for Driving Revenue will showcase new tools and strategies for OOH advertising.

Convention Registration and Room Reservations

New in 2015 – Register for the national convention and reserve your hotel room in a seamless process.

Convention Registration
Go to www.ooah.org to register for the national convention.

Registration Cancellation Policy
Registrations will be cancelled, including cancellation fees, as of 4:30 pm (PDT) on April 30, 2015. Cancellations received later than 4:30 pm (PDT) on April 30, 2015 will not be refunded. Substitutions are permitted.

Room Reservations
The 2015 OAAA/TAB National Convention + Expo will be held at The Manchester Grand Hyatt Hotel on May 11–13, 2015. To use the convention room site, you must be registered to attend the convention. A hotel reservation site will be provided in your convention registration confirmation email. Room reservations are complimentary, and are on a first come, first served basis. You must book your reservation online.

Convention Room Rate Opening at $225 per night.
The cut-off date is Friday, April 3, 2015. For other prevailing rates apply.

The Hotel

The Manchester Grand Hyatt Hotel
988 W. Harbor Drive
San Diego, CA 92101
(619) 232-1234 – telephone
(619) 358-6645 – fax
www.themanchestergrand.com

Transportation

The Manchester Grand Hyatt is an easy transportation within the Lite Rail System, from Trolley and Shuttle service directly to the hotel.

A Family Vacation Destination

San Diego is an ideal family vacation destination featuring sunny skies, sandy beaches, and world-class entertainment. The city is home to the world-renowned San Diego Zoo, Sea World, California’s first Mission, and many other attractions, making it an ideal location for an extended vacation.

The Manchester Grand Hyatt is ideally situated on San Diego Bay alongside Seaport Village and in close proximity to the world-renowned San Diego Zoo, Sea World, and Petco Park. Additional features feature a first-rate rooftop pool area and family friendly Del Gasco programs are available for children staying at the hotel.

There are other exciting speakers scheduled to attend. Visit www.ooah.org to learn more as speakers are announced.
Rapport more than double in size since its the business. Having started on the sales nantly on the planning and buying side of ence in Europe, Asia, and the US, predomi-

BSkyB and gained 15 years of OOH experi-

Prior to his appointment in the US, he spent

philosophy, and culture to the US after run-

world-class company's business in the US, 

is President of Rapport

will be presented on

to brands. The awards

excitement OOH provides

in OOH advertising 

nize creative excellence

over many years.

extraordinary contributions made

the legacy of the OOH industry with

awards. These awards are conferred

to its most influential leaders

The OOH industry will pay tribute

Celebration

OBIE Awards Program

8:00 am – 11:00 am       General Session

6:00 am – 7:00 am       FOARE-K Fun Run

7:30 am – 8:30 am        Breakfast in the Expo

6:00 pm – 7:00 pm       Awards Pre-Show

12:30 pm – 3:00 pm      OAAA Board of

10:00 am – 12:00 pm     AB Board of

6:00 pm – 8:00 pm       Opening Reception

6:00 pm – 7:00 pm       Awards Show

7:00 pm – 8:00 pm       Industry Awards +

3:00 pm – 4:00 pm       Workshops

6:00 pm – 7:00 pm       Awards Show Reception

7:00 pm – 8:00 pm       Industry Awards +

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7:00 am – 8:00 am       Breakfast

8:00 am – 11:00 am       General Session

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8:30 am – 12:30 pm     General Session

12:30 pm – 2:00 pm    Lunch in the Expo

2:30 pm – 4:00 pm     Workshops

6:00 pm – 7:00 pm     Awards Show Reception

7:00 pm – 8:00 pm     Industry Awards +

8:00 pm – 9:00 pm     Awards After-Party

Wednesday, May 13

6:00 am – 7:00 am     FOCUS-K Run Fun Run

7:00 am – 8:00 am     Breakfast

8:00 am – 11:00 am     General Session

The Insiders' Tour of the OOH Industry, sponsored by the Foundation for Outdoor Advertising Research & Education (FOARE) and presented free for everyone.

FOARE K Run

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The second track will explore ways technology is changing the OOH business. Digitizing Mobile Connectivity is a session that will explore how to effectively implement mobile technology with OOH campaigns. The Innovation Lab will examine cutting-edge technologies that are changing the way OOH can engage consumers.

The first track focuses on strategies for building business and includes measurement and metrics with a panel headed by 119ties. Tools for Driving Revenue will showcase new tools and strategies for OOH advertising.

The third track will explore ways technology is changing the OOH business. Digitizing Mobile Connectivity is a session that will explore how to effectively implement mobile technology with OOH campaigns. The Innovation Lab will examine cutting-edge technologies that are changing the way OOH can engage consumers.

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