



FEPE Inspiring

Out of Home Advertising

Wed June 7th 2017		58th Annual Congress "A Time of Revolution" "Earning the Right to Win"	Radisson Blu Waterfront Hotel - Stockholm
11h00 - 13h00	120	Associations meeting	Association heads, FEPE President, FEPE Staff
13h00 - 14h00	60	Lunch	FEPE Board join associations for lunch
14h00 - 15h00	60	FEPE Board meeting	
15h00 - 17h00	120	Exhibitors networking event	Invited audience with sponsors and exhibitors
16h00 - 19h00		Registration - outside Exhibition area	
		Exhibition Open	
		Delegates to collect Congress Documents	
19h00 - 21h00		Welcome cocktail and buffet	Welcome by the President (Dress code Business Casual)

Colour coding:

Making our case in a digital world

Taking the digital revolution out of home

Reclaiming our creative crown

Making OOH easier to plan, buy and deliver

Thurs June 8th 2017		58th Annual Congress "A Time of Revolution" "Earning the Right to Win"		Radisson Blu Waterfront Hotel - Stockholm	
	08h00 - 09h00	60	Registration - Doors & Exhibition Open	Congress Participants	
	09h00 - 09h10	10	Opening Video		
1	09h10 - 09h30	20	The Four Pillars	Matthew Dearden	
2	09h30 - 10h10	40	Key Note	William Swayne - Global President, Carat	
3	10h10 - 10h40	30	Sky TV	Barry Louth - Sky TV and Paul McCormack (Rapport)	
	10h40 - 11h10	30	Coffee Break	Exhibition Hall	
4	11h10 - 11h35	25	India - Update on the marketplace	Noomi Mehta (CEO, Selvel One)	
5	11h35 - 12h15	40	OAAA - Positioning the Medium	Nancy Fletcher (CEO, OAAA) and Sean Reilly (CEO Lamar)	
6	12h15 - 12h40	25	Africa - Emerging Force	Emeka Okeke - Group CEO, Media Fuse (Dentsu)	
	12h40 - 14h00	80	Lunch	Exhibition Hall	
7	14h00 - 14h20	20	"Smarter as Standard" - Delivering a digital future in OOH	Eric Newnham and Adrian Skelton - Talon	
8	14h20 - 14h50	30	M & A Dynamics	Mark Boidman, Managing Director, Media & Tech Investment Banking PJSC	
9	14h50 - 15h10	20	TMG Russia - Case study	Alexander Epin (CEO of TMG Russia)	
10	15h10 - 15h35	25	Creative/Digital/Ad fraud	Helen Weisinger (Chief Client Officer, Outdoor Plus)	
11	15h35 - 16h05	30	OPEN 3 - Global Manifesto	Charmaine Moldrich (Matthew Dearden intro)	
12	16h05 - 16h20	15	Introducing the FEPE Creative Award nominations	Dino Burbidge, Director of Innovation and Technology, WCRS	
	16h20 - 16h30	10	Closing Day 1	John Ellery/Bob Wootton	
			Coffee with networking/free time	Exhibition Hall	
	18h45		Coaches pick up		
	20h00 - 24h00		FEPE Gala Dinner - Berns Hotel	Accompanying persons	
				Dress Code: Gentlemen Business Suits; Ladies Evening Dress	

	Fri June 9th 2017		58th Annual Congress "A Time of Revolution" "Earning the Right to Win"	Radisson Blu Waterfront Hotel - Stockholm
			Opening Video again	
	09h15 - 09h30	15	Welcome day 2	Matthew Dearden
13	09h30 - 10h00	30	OOH and Sustainability	Richard Brooke - Unilever Media Operations and Strategy Director (Europe)
14	10h00 - 10h30	30	TFL - A Revolution in Transport advertising	Shaun Gregory (CEO Exterior) and John Pizzamiglio (Advertising Strategy, TFL)
15	10h30 - 10h50	20	German market case study	Christian Schmalzl, Co-CEO Stroer
	10h50 - 11h20	30	Coffee Break	Exhibition Hall
16	11h20 - 12h05	45	Commercialising Audience insight (How the use of research is helping to sell the medium)	Kym Frank (President, Geopath), Gideon Adey (Planning & Development Director, Kinetic), Neil Eddleston (Managing Director, JCDecaux Oneworld) Jos Van Campenhout (Managing partner, OUTSIGHT)
17	12h05 - 12h25	20	DPAA - Location based media	Barry Frey (President & CEO, DPAA)
18	12h25 - 13h25	60	Programmatic Panel - Mind the Reality Gap Bob Wootton to moderate	Stefan Lameire (CRO, Clear Channel Int.), Spencer Berwin (Co-CEO, JCDecaux UK), Paula Fernandez (Global Research Director, Kinetic), Christian Schmalzl, Stephen Whyte (CEO Posterscope),
	13h25- 13h45	20	Closing/ End of sessions	
	13h45		Lunch	Exhibition Hall
	15h30 - 16h15	45	FEPE General Assembly	Members only
	20h00 - 24h00		FEPE Casual Dinner	Accompanying persons (Dress code Casual)