



Seeing Digital: Rethinking Out of Home

Tuesday, 20th November 2007 8.45-11.30am
Royal Aeronautical Society, 4 Hamilton Place, London, W1J 7BQ

Brought to you by IPA Outdoor and the OAA Digital Outdoor Media Group

We now spend more time out of home than we do in-home awake and this environment is experiencing an advertising sea-change. Digital technology has catapulted outdoor to a medium that can rival any for dynamic imagery and immediacy. Daypart targeting, interaction and remote copy delivery are now realities and when Heathrow's Terminal 5 opens on March 27th, 200 screens will be switched on in one day.

What do these cultural changes and technological advances mean for strategists, creatives and clients? Chaired by Allan Rich, with a speaker line-up including Rory Sutherland, Vice-Chairman, Ogilvy Group UK and Sue Unerman, CSO of MediaCom, this year's annual IPA/OAA Digital Outdoor event aims to find out.

Hamish Pringle, Director General, IPA says "*Our Digital Out of Home event is now in its fourth year and no doubt will sell out again. The reason is simply that there's so much innovation going on in the industry – not only is the UK the world's digital laboratory; its agencies are the test tubes.*"

Places are free to members of the IPA, OAA and ISBA.

Non-members places: £60

To reserve your place, please contact:

Hugh Armitage, IPA

direct line 020 7201 9693 fax 020 7245 9904 email outdoor@ipa.co.uk

Programme

9.15am	Chairman's Introduction <i>Allan Rich</i> Teeing up the morning ahead, the chairman will kick off explaining how digital out of home advertising is outstripping the growth of online and fuelling the outdoor sectors rise beyond 10% share.
9.30am	The Contractor Investment Boom <i>Tim Bleakley, Managing Director, CBS Outdoor</i> With over £60 million committed to development in the medium, far outstripping current ad spend levels into it, why are contractors making this investment?
9.45am	The Planner's Perspective <i>Sue Unerman, Chief Strategy Officer, MediaCom</i> With individuals spending 50% more time away from home than 12 years ago, how does the advent of digital allow planners to leverage outdoor in new ways and exploit this shift in behaviour.
10.10am	Views from the Client Side Collaboration: The Key to Delivering a Successful Campaign <i>Dottie Cormack, Marketing Manager, BACARDI Superior Rum</i> Seizing the Digital Opportunity <i>Speaker - TBC</i>
10.35am	Delivering the Landmark Creative Campaign <i>Rory Sutherland, Vice-Chairman, Ogilvy Group UK</i> Digital Out of Home is the most interesting medium of the next ten years; the digital form can combine the spectacle of great outdoor with the contextuality of great digital work. Is the time ripe for an agency to take creative ownership of this new medium?
10.55am	View from the Specialists Roles for Digital <i>James Davies, Board Director, Hyperspace, Posterscope</i> Digital Challenges Facing the Outdoor Industry <i>Ivan Clark, MD, Kinetic Destination Media Group</i>
11.15am	Chairman's Summing Up & Close