

# AMPLIFY

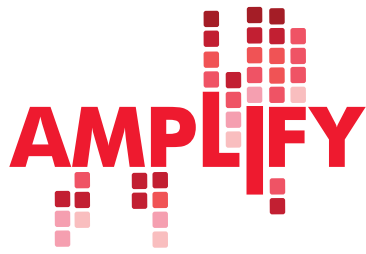
2015 OAAA\TAB NATIONAL CONVENTION + EXPO  
MAY 11-13, 2015 • MANCHESTER GRAND HYATT HOTEL  
SAN DIEGO, CALIFORNIA

oaaa

TAB

Popular San Diego attractions.





## An Inspiring and Thought-Provoking Program

A lineup of respected speakers will inform, educate, and inspire the national convention audience. The program includes two full mornings of general session presentations and an afternoon packed with motivating workshops. There will be something of interest for everyone at the 2015 OAAA\TAB National Convention + Expo.

### Main Stage General Session



*National Convention Co-Chairs*  
**Michael Cooper,**  
**Rapport**  
**Jeremy Male,**  
**Outfront Media**

**Michael Cooper** is President of Rapport Worldwide. He brought the Rapport brand, philosophy, and culture to the US after running the company for six years in the UK. 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 the US, predominantly on the planning and buying side of the business. Having started on the sales side of media, it is that ethic which has seen Rapport more than double in size since its launch in the US less than two years ago.

As Chairman and CEO of Outfront Media, **Jeremy Male** directs all aspects of the world-class company's business in the US, Canada, and Latin America. He was named CEO of CBS Outdoor Americas in September of 2013 and led the company's IPO in March 2014, the conversion to a REIT (Real Estate Investment Trust), the acquisition of Van Wagner Communications, and the brand transformation to Outfront Media. He spent 13 years as CEO, UK, Northern Europe, and Australia for JCDecaux as a Main Board Director with operational responsibilities for 11 countries.

#### Featured Speakers

**Mike Allen, Politico**



**Mike Allen** is the chief White House Correspondent for Politico. *TIME* named Allen as one of the top 140 Twitter feeds shaping the day's debate, calling him "the Virgil of the beltway,



*Keynote Speaker*  
**Malcolm Gladwell, celebrated business author**

**Malcolm Gladwell** is author of five *New York Times* bestsellers — *The Tipping Point*, *Blink*, *Outliers*, *What the Dog Saw*, and *David and Goliath: Underdogs, Misfits and the Art of Battling Giants*. He has been named one of the 100 most influential people by *TIME* magazine and one of *Foreign Policy's* Top Global Thinkers. Gladwell has also been a staff writer for *The New Yorker* since 1996.

leading the rest of us hapless Dantes through the inferno of America's political universe." *The New York Times Magazine* dubbed Allen "The Man The White House Wakes Up To." *Vanity Fair* included Allen on its 2011 and 2012 Top 50 New Establishment and Powers That Be lists. He is also the creator of the daily newsletter *Morning Money*, which gives readers the political intelligence on the intersection of Washington and Wall Street.



**Mark Boidman, Peter J Solomon Company**

**Mark Boidman** is a managing director and member of the Media, Entertainment, Communications, and Technology Group at Peter J Solomon Company (PJSC). He is responsible for the firm's digital media, marketing services, mobile, and OOH media practices. He joined PJSC in 2013 from Barclays Capital, where he served in its Global Technology Media and Telecom Group. He was head of the firm's OOH advertising, TV broadcasting, and radio coverage, and was a senior member of the firm's Defense/Activist team. He has been recognized by digital media industry executives and professional publications as a leading investment banker in the OOH media sector.



**Andrew Lippman, MIT Media Lab**

**Andrew Lippman** has been with MIT for more than 35 years. His work at the Media Lab has ranged from wearable computers to global digital television. Lippman currently heads the Lab's Viral Communications research group, which examines scalable, real-time networks whose capacity increases with the number of members. This new approach to telephony, sensor interconnection, and broadcasting transfers "mainframe communications" technology to distributed, personally defined, cooperative communicators. In addition, he co-directs MIT's interdisciplinary Communications Futures program. Lippman has directed research programs on digital pictures, personal computers, entertainment, and graphics, and he has served on advisory boards of technology start-ups.



**Lee Nadler, MINI Cooper**

**Lee Nadler** is responsible for managing unique, multichannel, MINI-centric marketing programs in the US. He oversees MINI's three agencies and has overall responsibility for online and offline advertising creative and media, MINIUSA.com on all platforms, digital/video

marketing, social channels, multicultural marketing, and research. In the 10 years prior to joining MINI USA, Nadler ran a specialized consulting practice, Sherpa Marketing, Inc., named for the Nepalese guides who inspire him. Sherpa provided marketing consulting for BMW, CNN, Gilt Groupe, and Yahoo! Prior experience includes roles on the agency side, including president/CEO of Digital Pulp and first head of marketing for DoubleClick.



**Joshua Spanier, Google**

**Joshua Spanier** oversees Media Strategy and Planning for the Google Marketing group. In this role, he is responsible for Google's global advertising strategy. He is charged with ensuring Google ads are placed in front of the right audience, at the right time, at the right price. Prior to joining Google, he led Media Strategy at San Francisco based creative agency Goodby, Silverstein & Partners. He has also worked at Zenith Media as part of the Publicis network, in London.



**Mike Sukle, Sukle Advertising**

**Mike Sukle** is the founder and creative director for Sukle Advertising & Design based in Colorado. The agency prides itself on creating effective and award-winning work for all clients, whether the brand is a household name or a lesser known firm. His work has been recognized in ABC's "The World's Best TV Commercials You've Probably Never Seen," *Archive Magazine*, the Communication Arts Advertising and Design Annuals, *Creativity*, the Graphis Advertising and Design Annuals, the OBIE Awards, The One Show, and the Venice Festival of Media.

*There are other exciting speakers scheduled to attend. Visit [www.oaaa.org](http://www.oaaa.org) to learn more as speakers are announced.*

## Schedule of Events

### Monday, May 11

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

### Tuesday, May 12

7:30 am - 8:30 am	Breakfast in the Expo
8:30 am - 12:30 pm	General Session
12:30 pm - 2:00 pm	Lunch in the Expo
2:00 pm - 4:00 pm	Workshops
6:00 pm - 7:00 pm	Awards Pre-Show Reception
7:00 pm - 8:30 pm	Industry Awards + OBIE Awards Program
8:30 pm - 10:00 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 - 11:00 am	General Session



## OOH Industry Leadership Forum

Respected industry leaders will discuss the most important issues facing the OOH business during this annual forum. Due to its overwhelming popularity, the forum has been moved from the afternoon workshops to the main stage on Wednesday morning and will be moderated by Jeremy Male and Michael Cooper. Audience participation will contribute to the lively discussion.

**Don Allman**  
Titan

**William Eccelshare**  
Clear Channel Outdoor

**Helma Larkin**  
Posterscope

**Sean Reilly**  
Lamar Advertising Company

**Mauricio Sabogal**  
Kinetic Worldwide (*invited*)

**David Yacullo**  
OMG/OMA

## Workshops

Tuesday afternoon's program features two workshop tracks that will explore important subjects transforming the OOH industry. The first track focuses on solutions for building business and includes measurement and metrics with a panel hosted by TAB. **Tools for Driving Revenue** will showcase new tools and strategies for OOH advertising.

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

## Expo

The expo, brimming with innovation, will be the heart of the national convention where guests gather for receptions, breakfast and luncheon service, and to explore the latest industry supplier goods and services in an expansive state-of-the-art exhibition.

The national convention provides the opportunity for OOH buyers and sellers to celebrate the industry, meet old and new colleagues, and network. The expo is the setting for the opening reception Monday evening.

## FOARE K Run

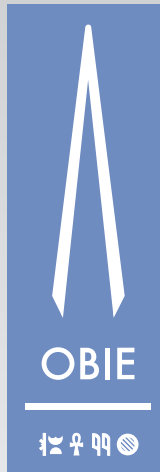
Get your blood pumping with a sunrise run along the bay. The FOARE K race is sponsored by the Foundation for Outdoor Advertising Research & Education (FOARE) and promises fun for everyone.

## Industry Awards

The OOH industry will pay tribute to its most influential leaders with the presentation of industry awards. These awards are conferred to individuals who have added to the legacy of the OOH industry with extraordinary contributions made over many years.

## OBIE Awards

The OBIE Awards recognize creative excellence in OOH advertising and is the oldest and one of the most prestigious advertising design awards programs. The OBIE Awards call attention to the enormous creative excitement OOH provides to brands. The awards will be presented on the second night of the national convention followed by a supper.



202.833.5566 p 202.833.1522 f

Register at [www.oaaa.org](http://www.oaaa.org) or [www.tabonline.com](http://www.tabonline.com)

1850 M Street, NW, Suite 1040  
Washington, DC 20036

## 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.oaaa.org](http://www.oaaa.org) or [www.tabonline.com](http://www.tabonline.com) to register for the national convention.

### Registration

#### Cancellation Policy

Refunds will be granted, excluding a processing fee of \$150, if written request for cancellation is received by OAAA on or before Friday, April 10, 2015. 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 rate, you must be registered to attend the convention. A hotel reservation link will be provided in your convention registration confirmation email. Click on the hotel link to make your reservation online.

Convention Room Rate:  
Starting at \$255 per night  
The cut-off date is **Friday, April 3, 2015**, after which prevailing rates apply.

## The Hotel

Manchester Grand Hyatt Hotel  
One Market Place  
San Diego, CA 92101  
(619) 232-1234 - telephone  
(619) 358-6645 - guest fax  
[www.manchestergrand.hyatt.com](http://www.manchestergrand.hyatt.com)

### Transportation

The Manchester Grand Hyatt Hotel is in close proximity to the San Diego International Airport. The airport offers taxi 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 famous San Diego Zoo, Sea World, California's first mission, and many other sights. Bring the family for an extended vacation.

The Manchester Grand Hyatt Hotel is ideally situated on San Diego Bay alongside Seaport Village and in close proximity to the historic Gaslight District. Hotel accommodations feature a first rate rooftop pool area and a luxury spa. Kid-dieCorp programs are available for children staying at the hotel.

