

# Posterscope's Future Defining Themes of OOH Conference

Issued by [Dentsu](#)

17 Jan 2017

Out of Home (OOH) is in the midst of a revolution that is changing how it is planned, bought and its interaction with people. Mixing all of these ingredients together moves OOH into an unseen and largely untested realm. Posterscope's international and local experts explore how many of our pre-existing rules, recommendations and benchmarks will be re-examined in 2017.

Attendees will have access to networks with international and local OOH experts. An open panel discussion will allow those in attendance to ask their burning questions, which will encourage open debate around the hot topics in OOH arena. To really get to grips with where the future of OOH is heading, this is a conference not to be missed. The conference will be taking place in Sandton, Johannesburg on 16 February. The early bird cost per ticket is R800 per person (incl. meals, refreshment and rooftop networking after party).



**POSTERSCOPE'S FUTURE DEFINING THEME'S OF OOH**

Out of Home (OOH) is in the midst of a revolution that is changing how it is planned, bought and its interaction with people. Mixing all of these ingredients together moves OOH into an unseen and largely untested realm. Our international and local experts explore how many of our pre-existing rules, recommendations and benchmarks will be re-examined in 2017.

**COST: Early Bird Tickets R800 PER PERSON**

**THURSDAY  
FEBRUARY 16**

## A bit about the speakers:

Nic Halas, Head of Futures for Posterscope UK, will unpack some global OOH Trends that will inform where we are likely to be heading. Nic has extensive experience across media agencies, media owner and telecommunications, with business strategy at his core and a passion for consumer understanding and analytics. He uses this experience to influence commercial approach and results by either leading global communication strategies, forging new data and product partnerships or creating collaborative synergies across our media partners. Nic strives to develop new solutions to business

problems and will impart his global knowledge, giving attendees a look into the future.

Bruce Burgess, Group Managing Director for Posterscope Sub-Saharan Africa, has been a OOH specialist for eight years, building up experience across a range of major and minor brands across several countries in Africa. Pioneering and driving Posterscope's evolution into an OOH specialist agency, for the digital economy is his mandate. Attendees can look forward to him discussing how mobile and location are coming together to give us powerful consumer and ROI data for OOH and giving his thoughts on creativity in OOH and the potential of dynamic digital content.

Graham Deneys, Group Strategy Director for Carat SA & SSA, is responsible for the overall strategic output at Carat. Working with core teams across all accounts to ensure consistency and structured strategic and creative delivery. Graham's responsibilities include the creation and implementation of pan-African strategy for key clients from the SSA hub based in South Africa. Graham will be giving a view on the strategic relevance of OOH in an increasingly digital world.

The Future Defining Themes of OOH Conference is an open invite event for all media and marketing experts in sub-Saharan Africa.

Join Posterscope as they unlock the endless power of location data and its power to discover what people think, feel and do Out of Home.

Please contact: [Kelly.moses@dentsuaegis.com](mailto:Kelly.moses@dentsuaegis.com) for more details.

- " **Dentsu Africa's unstoppable rise: Triumphs at 2024 Pitcher Awards** 21 May 2024
- " **Game changer: How data science is reshaping esports** 8 May 2024
- " **The new frontier: AI-driven marketing in the digital age** 30 Apr 2024
- " **Chantel Harrison elevates to managing director role at iProspect South Africa** 19 Apr 2024
- " **iProspect dentsu South Africa triumphs at South Africa Smarties Gala Awards Ceremony** 18 Apr 2024

#### Dentsu

**dentsu**

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities in the sustainable economy. Taking a people-cantered approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>