



OOH FUTURE LEADERS

Building the Future of OOH Professionals.

2024 OOH MEDIA CONFERENCE
OUR MOMENT
04.29 - 05.01.2024 • Carlsbad, CA

Purpose

OAAA and OOH United are future-proofing the out of home advertising industry by introducing fresh perspectives and welcoming the next generation of OOH professionals, with an emphasis on including diverse voices, adding depth and dimension to the industry.

Objective

To champion diversity and encourage the growth of the next OOH generation by establishing the Future Leaders program, where selected young OOH professionals will receive a paid trip to the 2024 OOH Media Conference. During the conference, selected Future Leaders will participate in various sessions, activities, and networking events. Post-conference, they will be expected to become an integral member of OOH United, actively contributing to the group's forthcoming plans and initiatives.

Approach

Provide OAAA members, agencies, media owners, technology and production partners with the opportunity to sponsor the Future Leaders program, supporting the development of our next generation and demonstrating industry-wide collaboration.

Outcomes

- Ten (10) selected Future Leaders will attend the 2024 OOH Media Conference.
- Future Leaders to participate in conference breakout sessions, networking events, panels & town hall discussions.
- OOH United Co-Chairs to serve as Future Leader Co-Hosts (5 Future Leaders/Host).

Details

Future Leaders Eligibility

- Under 40 years old.
- Must have 5 years of experience working in the OOH industry.
- First-time attendee at OOH Media Conference.
- Join OOH United.
- Willingness to travel and participate in conference activities.
- Currently employed at OAAA member company.

Key Timing

- Announcement & Call for Entries: February 22, 2024
- Submission Deadline: March 15, 2024
- Virtual Judging: March 20, 2024
- Delegate Announcement: March 22, 2024
- OOH Media Conference: April 29 - May 1, 2024

Terms & Conditions

- [LINKED HERE](#)

Application

This will be an application-based program and each entrant's ideas and passions will need to be conveyed within their submission. The form will be accessible at oohunited.org, and will include basic contact info fields and short answer questions for completion.

Judging Panel

OAAA executives and OOH UNITED co-chairs will select five (5) judges from existing OAAA member companies, specifically from committee participation as strong representation of OAAA members and the industry at large. Entries will be judged based on professional achievements, leadership potential and innovative contributions.

Delegate Responsibilities

At the Conference

Future Leaders will experience 1:1 networking opportunities, mentoring, support, and inspiration at the conference with OOH United Co-Chairs, Marc Fenty & Candice Simons, serving as Co-Hosts (5 delegates per host). All delegates will be required to actively participate in conference sessions designed to broaden their understanding of the OOH industry, while developing their professional skills.



Marc Fenty
Co-Chair, OOH UNITED
SVP, Director of OOH
Horizon Media



Candice Simons
Co-Chair, OOH UNITED
President & CEO
Brooklyn Outdoor

Beyond the Conference

Beyond the conference, Future Leaders will become active members in the OOH United committee, contributing to the group's forthcoming plans and initiatives.

- ✓ Must attend future OOH United Committee meetings.
- ✓ Participate in the Future Leaders Working Group quarterly meetings with OOH United ambassadors and partake in any group initiatives.
- ✓ Help with the selection of 2025 Future Leaders and assist with program hand-off.

Contact

For more information

Please visit the OOH UNITED or OAAA websites.

Sponsorship Inquiries

Please contact:
getinvolved@oohunited.org

