

Media Release

Dentsu Global Head of OOH to speak at *Powering DOOH 2023*

For immediate release 15 February 2023

IAB Australia and the Outdoor Media Association (OMA) announced today that **Ben Milne, Global Head of Out of Home (OOH) Media at dentsu** will be the keynote speaker at [*Powering DOOH 2023*](#). The event, which is a first ever collaboration between IAB and OMA marks the coming together of traditional and digital media.

Milne brings decades of international experience to the table and has been global head of OOH since December 2021. Prior to moving into the central dentsu role, where he supports all of the group's media agencies including Carat, iProspect and dentsu X, he held the role of Senior Innovations Strategist and was Managing Director at PSI Advertising. Milne has also held international senior roles at Posterscope including Managing Director in both Tokyo and China, Head of Innovation in the UK, and Head of Platforms and Partnerships in the Asia Pacific. His career at Posterscope spanned over 20 years.

Powering DOOH 2023 will be held on **30 March 2023 at the NSW Teachers Federation in Surry Hills**. The one-day conference will bring together digital and OOH agency leads, buyers, planners, and marketers, to delve into the potential of programmatic buying of Digital Out of Home (OOH).

The content will be presented to the digital and OOH buy-side from a crossover perspective, providing evidence to drive strong outcomes for marketers. Attendees will gain a greater understanding of how to assess and optimise their programmatic DOOH investments and why traditional OOH and programmatic OOH are different and complementary.

Powering DOOH 2023 sessions will include an international keynote/fireside chat with Ben Milne, panel discussions and case studies. The range of content will appeal to programmatic novices and ad tech specialists (AM sessions) to the experienced planner/marketer who seeks to know more about strategy and best practice of buying DOOH (PM sessions).

Catered breaks and an end-of-day drinks session will allow for discussion of ideas and interrogating content.

Marketers, agencies, IAB and OMA members can register for a [free ticket here](#).

Contact Jenn Thomas for Sponsorship opportunities; jenn@iabaustralia.com.au

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FURTHER INFORMATION:

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About 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-centred approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

<https://www.dentsu.com/>

<https://www.group.dentsu.com/en/>

About the Interactive Advertising Bureau

As an independent industry association with more than 170 members in Australia and nearly 9,000 globally spanning media owners, publishers, technology companies, agencies, and advertisers, IAB works to align industry stakeholders to develop solutions for the issues faced by the market and develop standards that are integral to the operation of digital advertising.

As one of 47 IAB offices globally, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms in Australia as well as demonstrating to marketers and agencies the many ways digital advertising can deliver on business objectives.

www.iabaustralia.com.au

About the Outdoor Media Association

The OMA is the peak industry body which represents most of Australia's Outdoor media owners, as well as production facilities, other suppliers, and some asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

www.oma.org.au