



# NEWS FROM TAB

Traffic Audit Bureau for Media Measurement, Inc.  
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NEWS OF INTEREST TO PLANNERS, BUYERS AND SELLERS OF OUT-OF-HOME ADVERTISING

## Issue #5: An Outdoor Revolution is upon us: The OAAA TAB National Convention

An impressive outdoor revolution is nearly upon us. Of course, I'm talking about the OAAA TAB National Convention that takes place this June 8-10 in Washington, DC. The event marks the first time that the OAAA and TAB have joined forces to bring an entire industry together. Under the leadership of co-chairs Tommy Teepell of Lamar and Stephen Mueller of Outdoor Services, we have put together a provocative and informative program that focuses on critical industry issues.

This is a great opportunity to come together to hear about the latest economic and industry trends. On the economic and political side, you'll hear from such esteemed presenters as economist Ron Insana of CNBC, Warren Berger, author of *Advertising Today*, Congressman Tom DeLay, author and political expert James Carville and Secretary of Homeland Security Tom Ridge.

Turning to our industry, Lowry Mays, Chairman and CEO of Clear Channel Communications will take a look at *The Media Business in America*. Nancy Fletcher from the OAAA will discuss the *State of the Industry*. Jean-Marie Dru, President and CEO of TBWA/Chiat Day will discuss *Changing the Rules in the Marketplace*, Lee Lynch, Chairman and CEO of Carmichael-Lynch will examine *Technology's Impact on Advertising*, and Mike Hughes of the Martin Agency discusses *The Creative Cachet of Outdoor*. A special feature of the program will be advertiser presentations including the *Reinvention of the Mini-Cooper Brand* and jetBlue's *Building a Corporate Culture with Outdoor*.

For the first time in many years, there's a lot happening on the research side of our industry. These changes can have a dramatic impact on the way we do business. Therefore we have devoted a



portion of our agenda to allow executives from TAB, Arbitron, and AC Nielsen to inform you of the nature and value of each of their initiatives. Additionally, media guru Erwin Ephron will offer his own entertaining and enlightening media perspective.

Seven different workshops will comprise the Monday afternoon agenda. These workshops will provide detail on a range of topics including the history of the medium, traffic safety, legislation, creativity, and research.

But the convention is more than just hard work. It will kick off with a welcome reception at the International Spy Museum, a fun event that shouldn't be missed. And be sure not to miss the Gala Dinner and 61st OBIE Awards.

For more information, click on the OutdoorRevolution icon on this page. Be sure to register quickly to take advantage of the discount on your hotel accommodations. I'm very excited about the energy and quality of this program and look forward to seeing each of you in June.

Joe Philport