

Press release

## WOOHW! The OOH industry event begins with a spectacular keynote speech and an exciting panel of guests

The national industry event WOOHW!, which features the presentation of the Swiss Out of Home Awards, will take place in Zurich on 13 September 2023. The event begins in the late afternoon with a brief conference and a keynote speech from entrepreneur Felix Thönessen. This will be followed by a discussion moderated by Tanya König, with prestigious guests deliberating challenges and advances in the Swiss communications industry.

The panel will be made up of the following figures who will contribute perspectives from creative and media agencies, advertisers and media providers

- **Andrea Bison**, Co-CEO, Chief Operating Officer & Partner, thjnk Zürich AG
- **Nathalie Diethelm**, Co-CEO, Mediaplus Suisse AG
- **Markus Ehrle**, CEO APG | SGA AG and Chairman AWS
- **Jeannine Micheli**, Head of Digital Marketing & Media, AMAG Import AG
- **Christoph Marty**, CEO, Goldbach Neo and Vice-President AWS

Doors will open for the conference, including keynote speech and panel discussion, at 4:00 pm. Guests can then continue their conversations over drinks. The main WOOHW! event begins at 7:00 pm with the presentation of the Swiss Out of Home Awards, followed by a dinner party and dancing to the early hours.

### Further information

Details, programme and archive of press releases about the industry event at [www.woohw.ch](http://www.woohw.ch)

### Accreditation

It is our pleasure to invite you as a media representative to both the WOOHW! conference and to the event. We would be happy to assist with accreditation and interview requests.



**Information for media professionals**

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