

Press release

## New WOOHW! industry event with conference and exciting keynote by Felix Thönnessen

**The national WOOHW! industry event, to be held in Zurich on 13 September 2023, offers a varied supporting programme relating to Out of Home Media. The conference will kick off with a keynote speech by the successful entrepreneur and TV business coach Felix Thönnessen, as well as a panel discussion with all kinds of interesting insights. At the subsequent event, the best Swiss Out of Home advertising campaigns of the year will be honoured with the Swiss Out of Home Award – and a no-holds-barred celebration!**

The Verband Aussenwerbung Schweiz (Outdoor Advertising Switzerland Association – AWS) is counting on an increase in genre marketing. This includes the WOOHW! industry event which will take place for the first time at the Stage One Event & Convention Hall in Zurich on 13 September 2023. After admission at 4 pm, everything will get going with the conference for registered guests. The event will kick off with a keynote speech on 'The limits of online marketing'. Speaker Felix Thönnessen will describe his own experiences with the jokiness for which his fellow Rhineland natives are famous and explain 'what it really takes to achieve marketing success'. He knows what he's talking about: Thönnessen has founded 23 companies, has been named one of the 'Top 100 Entrepreneurs in Germany' several times and has served as a coach on TV business shows such as 'Die Höhle der Löwen' and 'Zahltag'. His talk promises to include a bit of everything – except for monotonous front-facing delivery and overloaded slides.

During the ensuing panel discussion, Markus Ehrle (President of AWS) and Christoph Marty (Vice President of AWS) will talk to experts, market participants and the public about questions relating to the importance and future of Out of Home Media. The discussion will be guided by journalist and TV host Tanya König. The conversations can continue over drinks, before the big WOOHW! Awards Night starts at 7 pm with the presentation of the Swiss Out of Home Awards. Sponsors such as Setaprint AG, Richnerstutz AG, Burri Public Elements AG and Media Focus will create memorable moments with presentations and bars, while Stereo Kulisse, a danceable house collaboration with digital and analogue instruments, will conjure up a soundscape to accompany the dinner and celebration.

### Images and captions

1. Keynote speaker Felix Thönnessen has founded 23 companies, given over a thousand talks, written eight books, served as a coach on TV shows such as 'Die Höhle der Löwen' and 'Zahltag', and has been named one of Germany's Top 100 Entrepreneurs on several occasions.
2. The Swiss Out of Home Award is a sustainable trophy made from Swiss-grown walnut wood by the St. Jakob Foundation in Zurich and is based on the exclamation mark in the WOOHW! logo. The design was created in-house at AWS, Outdoor Advertising Switzerland.

### Further information

[www.woohw.ch](http://www.woohw.ch)



**Information for media professionals**

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