

Press release

WOOHW! The OOH industry event kicks off with exciting keynotes and a high-profile panel discussion

On Thursday, September 4, 2025, the Swiss Outdoor Advertising Association (AWS) invites to the WOOHW! Conference and the spectacular presentation of the coveted Swiss Out of Home Awards. The event kicks off with two keynote speeches by Prof. Dr. Oliver Errichiello and Regula Bühler Fecker. Afterwards, under the direction of Anna Kohler (Editor-in-chief and journalistic director of m&k The magazine for market & communication), the two will discuss key issues and challenges surrounding credibility, trust, attention and attitude in brand management with Nathalie Forrer (Head of Marketing at Lidl Switzerland) and Christian-Kumar Meier (Head of Transformation and member of the management team at mediatonic).

The WOOHW! Conference, featuring keynote speeches and the panel discussion, will begin at 4.30 p.m. Discussions can be continued during the networking reception for invited guests that follows. The WOOHW! Award Night will begin at 7 p.m. with the presentation of the Swiss Out of Home Awards, followed by a dinner party lasting into the late evening. Presenter and journalist Bigna Silberschmidt will host the conference as well as the award night.

Further information:

All details, program, and archive concerning the WOOHW! industry event can be found at www.woohw.ch

Information and accreditation for media representatives

Markus Ehrle, President of AWS

Phone +41 58 220 70 71, office@ausserwerbung-schweiz.ch

We are delighted to invite media representatives to both the WOOHW! Conference and the WOOHW! Award Night 2025. Please send accreditation inquiries and interview requests to office@ausserwerbung-schweiz.ch.

Zurich, August 20, 2025