

ahead of the
CURVE
AOTC 1.0
SIGNS OF
TOMORROW
DIGITAL CONFERENCE

Kinetic in Association With



Presents

Come up to speed on the evolution of OOH with convergence of offline to online and programmatic DOOH

April 17, 2018 - Pearl Continental Hotel, Lahore | April 19, 2018 - Mövenpick Hotel, Karachi

Top International & National Keynote Speakers



Dennis Kuperus

CEO Kinetic Benelux & Nordic and Global Head of Innovation



Dave Nelissen

Media & Communication Expert and CEO Mount Scott



Sadaf Zarrar

Head of IMC Coca-Cola Pakistan and Founder Siddaysays



Radjen Van Wilsem

CEO CS Digital Media



Peter Choo

CEO Kinetic Malaysia

Industry Thinkers

- **Samra Maqbool**, Head of Communication, Nestlé Pakistan
- **Naeem Khokhar**, Head of Value Chain, Qarshi Industries
- **Kiran Khan**, Chief Strategy Officer, GroupM Pakistan
- **Ahsan Sheikh**, CEO, Kinetic Pakistan
- **Omar Abedin**, CEO, Starcom Pakistan
- **Humayun Shaikh**, Director Marketing, Unilever Pakistan
- **Naveed Asghar**, CMO, Habib Bank Limited
- **Dr. Usman Bhatti**, Business Executive Officer - Dairy Nutrition Solutions, Nestlé Pakistan
- **Maliha Haq**, Shell Pakistan
- **Saad Khan**, CEO, Activemedia

Key Features

How to Stay Ahead in OOH? | Connecting O2O [Offline to Online] | How can Programmatic OOH make your Business Grow?

Presentations & Panel Discussions by Industry Experts, Exercises, Case Studies & Networking

CONFERENCE FEE **PKR 18,000/-*** per participant *Plus PST/SST

Post-Conference Workshop | April 18, 2018, Lahore - April 20, 2018, Karachi

Effective Brainstorming Techniques

Ignite Innovation and Creativity in your Business

Facilitated by: Dave Nelissen | **Duration:** Half Day

WORKSHOP FEE

PKR 25,000/-*

per participant *Plus PST/SST

FEE INCLUDES: Lunch, refreshments & business networking

Hydration Partner



Bronze Partner



Associate Partners



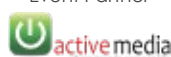
Strategic Partner



Media Partner

The Dawn Media Group

Event Partner



Lead Partner



Knowledge Partner



For Details

☎ 0332-1628272 ☎ 021-34551198, 34547141, 34520093

✉ info@octara.com 🌐 www.AOTC.pk | www.octara.com

📍 AOTCPakistan | teamoctara 📱 teamoctara 📺 octaratraining