



Better Out-of-Home Advertising

Location: 95 St Clair Avenue West, Suite 1103, Toronto
Session: 8:30am to 4:30pm

A comprehensive primer on the basics of Out-of-Home media

Instructor:

Rosanne Caron
President, Out-of-Home Marketing Association of Canada

About the course:

The seminar is designed to provide insight into the role and effective use of OOH in reaching busy and elusive consumers, and how to create OOH communication that works. Topics include strategic uses of OOH, planning tools, OOH creativity and innovation, and emerging trends and developments.

About the presenter: Rosanne Caron

Rosanne Caron is President of OMAC, the Out-of-Home Marketing Association of Canada. OMAC is responsible for developing and implementing new initiatives that serve as a resource to advertisers and ad agencies, and for increasing understanding of Out-of-Home. Rosanne's business career spans a wide variety of media and senior roles. She was Vice President, Integrated Business Solutions Division with CanWest, where she led the creation of integrated multi-media advertising opportunities. Prior to CanWest, she was Vice President, Marketing with Canoe, Quebecor's Internet network. Rosanne also gained newspaper experience in her role as Executive Director of the Newspaper Audience Databank, the research arm for Canadian daily newspapers.

[Click here](#) to download the course registration form.

For further information, please contact:

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