

OMC launches Outdoor Industry Audience Research

The Out of Home Measurement Council announces the long awaited launch of the Outdoor Industry Audience Research. A panel of experts will provide an overview of this ground-breaking research and an introduction to the Quantum software.

The first launch took on 18 May 2016 at the Square Boutique Hotel, 250 Umhlanga Rocks Dr, Umhlanga Rocks, Natal.

In Cape Town, the launch will be held on the 20 May 2016 from 14h00 to 16h00 at the One & Only Hotel, Dock Road, V&A Waterfront.

The final event takes place on the 23 May 2016 from 09h00 - 11h00 at the Country Club, corner of Woodland Drive and Lincoln Street in Woodmead.

For more, visit: <https://www.bizcommunity.com>