

DIGITAL MEDIA

LATAM 2017

November 14-15, Buenos Aires

"I was very impressed by the scale and turnout of WAN-IFRA's Digital Media Conferences. Lots of inquisitive minds and provoking questions."

Ryan Kellett, Director of Audience Growth,
The Washington Post, EE.UU.

Topics

- » PAID CONTENT, QUALITY JOURNALISM & FAKE NEWS
- » RIDING THE VIDEO WAVE: PRODUCTION, DISTRIBUTION & MONETISATION
- » CHALLENGES & OPPORTUNITIES OF CONTENT DISTRIBUTION PLATFORMS
- » GOLD RUSH TO BIG DATA AND AUDIENCE INTELLIGENCE
- » NO, 2017 IS NOT THE YEAR OF MOBILE - BUT HERE'S WHAT YOU MUST KNOW
- » METRICS, PERFORMANCE AND PROGRAMMATIC ADVERTISING
- » BUILDING A CONTENT MARKETING STRATEGY

Torry Pedersen

Head of Publishing, Schibsted, Norway

Luis Enríquez

CEO, Vocento, Spain

SPEAKERS

Leonardo Mendes

Editorial Director, Gazeta do Povo, Brazil

Max Raide

Publisher, El Mostrador, Chile

Noemí Ramírez

Chief Digital Officer, PRISA News, Spain

Melanie Deziel

Branded content strategist, USA

Ismael Nafría

Author of "La Reinención de The New York Times" & Digital Media Expert, Spain



dml.wan-ifra.org



PRICES

EARLY BIRD - UNTIL 15 OCTOBER

WAN-IFRA Members:	USD 690
Non-Members:	USD 990

REGULAR PRICE

WAN-IFRA Members:	USD 890
Non-Members:	USD 1190

NATIONAL ASSOCIATION MEMBERS AND GROUPS

More information:
Contact Rodrigo Bonilla (rodrigo.bonilla@wan-ifra.org)

FEE INCLUDES

- » Access to the event
- » 2 coffee breaks and lunch each day
- » Access to the evening social events
- » Simultaneous translation ENGLISH/SPANISH will be available

More information:

Raquel González - raquel.gonzalez@wan-ifra.org

Adrián Montemayor - adrian.montemayor@wan-ifra.org

SUGGESTED ACCOMMODATION

Hotel NH Collection Jousten

Hotel NH Collection Centro Histórico

Hotel NH City

Meliá

InterContinental Buenos Aires

GET YOUR TICKETS

[CLICK HERE](#)



LATAM

DIGITAL MEDIA AWARDS

The LATAM Digital
Media Awards 2017 will also
be celebrated in Buenos Aires

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