

WORLD NEWS MEDIA CONGRESS

WORLD EDITORS FORUM
ESTORIL, PORTUGAL 2018



Photo credit: Rui Cunha

A unique global gathering of chief editors, publishers and CEOs, passionate about media freedom and taking action to ensure a sustainable news industry.

For 70 years the World News Media Congress has drawn together news and media executives from all over the world for critical discussions and strategic exchanges about the state of the industry and its future. Our 2018 congress comes at a critical time for those invested in the news business and quality journalism.

Join us and stand up for the future of news
Date: 6–8 June 2018

www.wan-ifra.org/portugal2018

In cooperation with



ASSOCIAÇÃO
PORTUGUESA
DE IMPRENSA

CELEBRATING 70 YEARS OF WORLD NEWS MEDIA CONGRESS: WE OWE TO CLAUDE BELLANGER WHAT BRINGS US TOGETHER IN 2018

WAN-IFRA was born in 1948. It was then called FIEJ (International Federation of Newspaper Publishers). Seventy years separate us from the first Congress, which was held in Paris. That probably seems like an eternity for most of you; for me, though I was not yet born, it seems like yesterday. For all those who collaborate with WAN-IFRA, a strong bond, an immutable commitment brings us closer to these first years of FIEJ: solidarity in the service of a free, sustainable and innovative press, confident in the future.

That link is just as powerful 70 years after the start of FIEJ. Claude Bellanger, its founder, who was also the co-founder and publisher of the French newspaper *Le Parisien Libéré*, was general secretary of FIEJ from 1948 to 1962, and its president until 1978. For more than 30 years he was the organisation's main architect and its irreplaceable master builder.



Claude Bellanger 1977

In 1942 Bellanger summarized the two concepts that always animated him: "struggle and hope." He transmitted those concepts to FIEJ so well that we at WAN-IFRA proudly still carry them in 2018. This motto, which we adopt unreservedly, was also that of a group of people of conviction, resistance fighters during the Second World War, shaped by the virtues of freedom and tolerance. They patiently and relentlessly advocated what has become today the world's leading association of news professionals. For many of us, the perils certainly seem more distant in 2018 than they would have been for the FIEJ pioneers in 1948, at the end of four years of an appalling abyss. And yet the free world, and freedom of expression, still seem to be threatened in countries that were thought to have been immunized against obscurantism and intolerance.

In 2018, as in 1948, corruption, barbarism, intolerance and censorship still harass the press, in forms that are undoubtedly more insidious, more subtle than 70 years ago, but equally



Founding assembly, Paris, 1948

devastating to individual liberties. There are too many examples to cite them all, and the reasons for the decline in press freedom are numerous: the fatal drift of governments against individual liberties, as in Turkey and Egypt; governmental control of public media, even in Europe, as in Poland; and increasingly tense or catastrophic security situations in Yemen or Mexico.

Claude Bellanger wanted FIEJ to be a vigilant organisation and constitute a united strength in the face of those erosions of freedom. WAN-IFRA continues to fulfill this task, championing the rights of journalists to operate free media around the world. Together with several thousand member companies, 60 national representative associations support the work of our organisation in more than 120 countries. The legacy passed to us by Claude Bellanger is not only a heritage to preserve and contemplate with nostalgia. This memory drives us and motivates us on a daily basis to meet the challenges of digital transformation.

"Persuade, lead, and undertake" was the passion of Claude Bellanger in 1948. That was also the motivation of Walter Matuschke, founder of INCA in 1962, which became IFRA in 1967. This has remained the common thread of directors and successive presidents of what later became WAN, IFRA, and then WAN-IFRA. This is the meaning of the 70 Congresses organized since 1948, the one we are organizing this year in Estoril (Lisbon), and those we will organize in the future. As Bellanger said, we meet "to try to find points of connection between the spirits, between the peoples, and at the same time not to wait, in a passive way, for the perils to come," threatening the freedom of information that is essential to the normal functioning of open and tolerant societies.

To close this tribute to our founder, I will quote one of his leitmotifs that animates me in my daily work at the service of our members: "The future of the press, it is in this desire that everyone will have to maintain the freedom of the press. It is also in this openness of mind that men, instead of having blinkers, will have their eyes fixed on the whole world, will try to understand and will try first to understand one another."

This desire to understand and also to share our differences is one of the last great utopias that is still worth fighting for. "Struggle and hope," together and fraternally!

Vincent Peyrègne
WAN-IFRA CEO

ON STAGE: THE BEST IN NEWS MEDIA



**ATELACH
ALEMU ARGAW**
Head of Data and Privacy
Schibsted Media Group
Sweden



ROS ATKINS
Presenter,
Outside Source
BBC World News
Television
UK



**MATTHIAS
BERNINGER**
VP Public Affairs
Mars Incorporated
USA



TOM BETTS
Chief Data Officer
The Financial
Times Group
UK



**DORTHE BJERRE-
GAARD-KNUDSEN**
Executive Vice President,
COO
JP/Politikens Hus
Denmark



**DAVID
BOARDMAN**
Dean of Media
and Communications
Temple University
USA



**DR. ALEXANDRA
BORCHARDT**
Director of Strategic
Development
Reuters Institute
UK



SÉRGIO DÁVILA
Executive Editor
Folha de S.Paulo
Brazil



JARROD DICKER
CEO
Po.et
USA



**SOPHIE
GOURMELEN**
Managing Director -
Publisher
Le Parisien - Aujourd'hui
en France, France



**ULRIK
HAAGERUP**
Founder and CEO
Constructive Institute
Denmark



**TOBIAS
HENNING**
General Manager
Premium
BILD
Germany



**BARBARA
KAIIJA**
Editor In Chief
Vision Group
Uganda



RITU KAPUR
Co-founder
The Quint
India



**MIKI TOLIVER
KING**
Vice President Marketing
The Washington Post
USA



ORIT KOPEL
Co-Founder and VP
of Business Development
WikiTribune
UK



**WOLFGANG
KRACH**
Editor-in-Chief
Süddeutsche Zeitung
Germany



**JOANNE
LIPMAN**
Author
Former Editor in Chief,
USA Today and Chief
Content Officer
Gannett, USA



GARY LIU
CEO
South China Morning
Post Publishers Ltd
Hong Kong



ALEXIS LLOYD
Chief Design Officer
Axios
USA



**ALEJANDRO
MARTÍNEZ
PEÓN**
CEO
Prisa Noticias
Spain



RAJU NARISETTI
Outgoing CEO
Gizmodo Media Group
USA



**PÅL
NEDREGOTTEN**
Executive Vice President
Amedia AS
Norway



YUSUF OMAR
Founder
#HashtagOurStories
South Africa



**DAVID
PEMSEL**
Chief Executive Officer
Guardian Media Group
UK



**ANDIARA
PETTERLE**
SVP of Product
Development and
Operations, RBS Group
Brazil



**GRZEGORZ
PIECHOTA**
Research Associate
Harvard Business School
and Oxford University
UK



**DURGA
RAGHUNATH**
CEO
Indian Express Digital
Media Services
India



**MARIANA
SANTOS**
Founder and CEO
Chicas Poderosas
Portugal



HELJE SOLBERG
CEO/Editor
VGTV; Chair Faktisk.no
Norway



JESSICA STAHL
Director of Audio
The Washington Post
USA



TINA STIEGLER
EVP People and Strategy
Schibsted Media Group
Norway



GERT YSEBAERT
CEO
Mediahuis
Belgium

... PLUS MORE –
SEE OUR WEBSITE.

PRE-CONGRESS PROGRAMME

WEDNESDAY, 6 JUNE 2018

- PRE-CONGRESS WORKSHOPS AND ANNUAL MEETINGS
- CONGRESS
- EDITORS
- NETWORKING
- TRENDS
- INNOVATION

→ 08:00 ONWARDS: REGISTRATION AND INFORMATION DESK

→ 10:30 MEDIA TRANSFORMATION FOR SMALL & MID-SIZE PUBLISHERS (ANNUAL MEETING)

What works for the bigger players such as The New York Times and The Guardian isn't always applicable to small and mid-size companies. This workshop will feature inspiring case studies from local newspapers that are truly transforming their business.

- **Nancy Lane**
President, Local Media Association, USA
- **Jeremy Gockel**
Director of Team Development and Intrapreneurship, McClatchy, USA
- **Shannon Kinney**
Founder, Dream Local Digital, USA
- **Andiara Petterle**
SVP of Product Development and Operations, RBS Group, Brazil

→ 12:00 CREATIVE STRATEGIES FOR JOURNALISTS (WORKSHOP)

Sometimes all you need to be creative is a bit more time. And, that's exactly what journalists could use more of to discover and examine information sources, using their creative capabilities to their full potential. Get the hands-on tools and techniques to think about your stories more creatively in less time. Very useful for those moments when you don't have a lot of time or colleagues to brainstorm with. You will go home with new strategies for associating beyond your first instinct. And some new tools that help you keep yourself as creative as you want to be.

- **Geesje van Haaren**
Founder, VersPers, The Netherlands

→ 12:00 WOMEN IN NEWS LUNCH SPONSORED BY GOOGLE

Come and join us for lunch before we kick-off the second Women in News Summit.

→ 12:30 WOMEN IN NEWS SUMMIT: MAKING A DIFFERENCE

The momentum for positive change has swung dramatically since our inaugural event in Durban, 2017. And it all began with good, persistent journalism. A chance to go deep into issues of gender in media: Leaders making a difference; covering gender and the #metoo movement. For all, not only women!

- **Vivian Schiller**
Independent Media Advisor and Editor-in-Residence at Weber Shandwick, USA
- **Joanne Lipman**
Author. Former Editor in Chief, USA Today and Chief Content Officer, Gannett, USA
- **Mariana Santos**
Founder and CEO, Chicas Poderosas, Portugal
- **Dorthe Bjerregaard-Knudsen**
Executive Vice President, COO, JP/Politikens Hus, Denmark
- **Raju Nariseti**
Outgoing CEO, Gizmodo Media Group, USA
- **Ros Atkins**
Creator and Presenter, Outside Source, BBC, UK
- **Orit Kopel**
Co-Founder and VP of Business Development, WikiTribune, UK
- **Francesca Donner**
Director, Gender Initiative, The New York Times, US
- **Patricia Georgiou**
Head of Partnerships and Business Development, Jigsaw, USA
- **Barbara Kaija**
Editor in Chief, Vision Group, Uganda
- **Zuzanna Ziomecka**
Editor in Chief, NewsMavens, Poland
- **Seng Mai Maran**
Directora de redacción, Myitkyina News Journal, Birmania



→ 15:00 PORTUGUESE WELCOME - ESPRESSO AND PASTEL DE NATA

Location: Lounge and Exhibition area at the Estoril Convention Center



OPENING PROGRAMME WEDNESDAY, 6 JUNE 2018

→ 16:00 OPENING CEREMONY & GOLDEN PEN AWARD

Outstanding individuals throughout our industry make extraordinary personal sacrifices in the name of press freedom, ensuring we get reliable professional news every minute of every day. We award the 2018 Golden Pen of Freedom to one such person. The ceremony is also a moment to mark WAN-IFRA's formation 70 years ago.

- **Michael Golden**
*President WAN-IFRA, former Vice Chairman,
The New York Times, USA*
- **David Callaway**
*President World Editors Forum, Chief Executive Officer,
TheStreet, USA*



→ 18:00 WELCOME RECEPTION, FIARTIL

After the opening ceremony, to properly welcome our delegates in a very typical Portuguese way, we will recreate a popular party - Santos Populares.

This reception will take place in Fiartil, right across the street of Estoril's Convention Center, at an open-air venue, full of trees and small stands. Instead of going to a formal cocktail, delegates will experience the environment of a traditional festivity - with drinks and food stands - as well as a glimpse of our regions and our media.

And because storytelling is the art of journalism we too want to share with you the best we have - come and get to know the history of Portugal and the stories of our people through the eyes of our local newspapers. We promise an experience you won't forget!

PROGRAMME

THURSDAY, 7 JUNE 2018

PLENARY SESSION, PARALLEL STREAMS

- CONGRESS
- EDITORS
- NETWORKING
- TRENDS
- INNOVATION

→ 08:00 BREAKFAST SESSION: IS PUBLISHING AT A CROSS-ROADS? AND WHERE DOES THE INDUSTRY GO FROM HERE? HOSTED BY THE WSJ

Hear insights and learnings from the sharp end of publishing. Global Managing Director of Dow Jones and The Wall Street Journal (WSJ), Jonathan Wright has helped to steer Dow Jones to a landmark 3 million global subscribers, but how did the business get there and what insights can other publishers take from that strategy?

Jonathan will also discuss the importance of quality content, strategic regional partnerships, paywall strategies, membership models and the development of increasingly diverse advertising revenue streams. These are challenging times for the media industry more broadly with data and technology advances driving structural changes in the sector. Join us for an insightful breakfast briefing that is designed to provide you with ideas and inspiration about driving growth in the face of challenging global headwinds.

Pre-registration required. Please sign up here!

- **Jonathan Wright**
Global Managing Director, Dow Jones

→ 09:15 ONE YEAR IN JOURNALISM SPONSORED BY AFP

→ 09:15 KEYNOTES: LEADERSHIP FOR CHANGING TIMES

Leading a 21st century news organisation requires a fresh approach to people, structure and how you do things. Our keynote speakers are all making an impact but point to the change needed to revitalise media.

- **João Moraes Palmeiro**
Head of Business Development and Internationalization at Global Media Group, Portugal
- **Nick Tjaardstra**
Director, Global Advisory, WAN-IFRA, Germany
- **David Pemsel**
Chief Executive Officer, Guardian Media Group, United Kingdom
- **Joanne Lipman**
Author. Former Editor in Chief, USA Today and Chief Content Officer, Gannett, USA
- **Tina Stiegler**
EVP People and Strategy, Schibsted Media Group, Norway

→ 11:00 COFFEE BREAK AND NETWORKING IN OUR LOUNGE AND EXHIBITION AREA

→ 11:45 BLOCKCHAIN: HELP, HYPE OR DISRUPTION?

Beyond the hype, Blockchain offers a mini-revolution for areas of the media industry. Its decentralised nature, the high level of authentication and the real-time interaction with each component of the value chain, open a wide range of applications: from paid content solutions to direct author monetisation (bypassing distributors) to allocation of ad/marketing budgets according to lead generation performances.

Jarrod Dicker left The Washington Post this year to manage the development of Po.et, a platform designed for this new decentralised media economy. He will explain the opportunities he sees and discuss the threats.

- **Guillaume Vasse**
CDO/CMO, Groupe Sud Ouest, France
- **Jarrod Dicker**
CEO at Po.et, USA
- **Dr. Jana Moser**
Data Privacy Innovator and Lawyer, Germany
- **Christophe Camborde**
CEO, inBlocks, France

→ 11:45 NEWSROOM 2020

To make better news products and create more functional new organisations we need to rethink how we do things - and it starts in the newsroom. What roles, structures and management style do you need to think about how to thrive in an increasingly visual and audio-driven news ecosystem?

- **Chani Guyot**
CEO and Publisher, RED/ACCIÓN
- **Alexis Lloyd**
Chief Design Officer, Axios, USA
- **Dr Alexandra Borchardt**
Director of Strategic Development, Reuters Institute, UK
- **Jessica Stahl**
Director of Audio, The Washington Post, USA



→ 11:45 WHAT'S NEW IN PRINT

Recent print trends include important newspaper redesigns (e.g The Guardian) and discussion on the impact of print advertising. Meanwhile there is "new" belief in the value of adapting news for kids and helping them understand what's good journalism.

WILL 2018 BE A TIPPING POINT FOR PRINT MEDIA?

Marketers and their media and creative agencies are reconsidering print as a crucial part of their media mix. Major advertisers have recently voiced their concerns over the structural weaknesses of digital media.

- **Ulbe Jelluma**

Managing Director, Print Power Europe, Brussels, Belgium

- **Sanat Hazra**

Technical and Production Director, The Times of India, India

KIDS AND THEIR NEWS: WHAT WORKS BEST?

- **Eva Fauth**

Editor and Project Leader, Kruschel, VRM, Germany

→ 11:45 READER REVENUE

What works best to get people to pay for content? It's getting more complex as diverse revenue strategies evolve. Trends from general interest publishers who are extending their brand and tapping their most loyal readers and users for additional revenue. In the mix: subscriptions; newsletters; metered and freemium models and niche verticals.

- **Nick Tjaardstra**

Director, Global Advisory, WAN-IFRA, Germany

- **Sophie Gourmelen**

Managing Director - Publisher, Le Parisien - Aujourd'hui en France, France

- **Miki Toliver King**

Vice President Marketing, The Washington Post, USA

- **Tobias Henning**

General Manager Premium, BILD, Germany

- **Kalle Jungkvist**

Expert Advisor, WAN-IFRA & Senior Advisor, Schibsted, Sweden

- **Grzegorz Piechota**

Research Associate, Harvard Business School and Oxford University, United Kingdom

→ 13:00 PROTECTMEDIA LATAM LUNCH

→ 13:00 LUNCH BREAK AND NETWORKING IN OUR LOUNGE AND EXHIBITION AREA

→ 14:30 NEW FORMATS AND STARTUPS TO WATCH

Often newsroom frustration and collaboration spark ideas for exciting startups and tools. Then what sets them apart? In part-one of this session, a showcase of some new products. In part-two, a deep dive into newsletters - which have evolved into a sophisticated engagement tool that can set apart new startups, like Axios.

- **Mariana Santos**

Founder and CEO, Chicas Poderosas, Portugal

- **Lisa MacLeod**

Head of Digital, The Tiso Blackstar Group, South Africa

- **Denis Teyssou**

Editorial Manager, AFP Medialab, France

- **Matt Boggie**

Chief Technology Officer, Axios, USA

- **Molly Bingham**

CEO, Orb, USA

- **Alejandro Lladó**

Digital Director, Grupo America, Buenos Aires

- **Chani Guyot**

CEO and Publisher, RED/ACCIÓN

→ 14:30 PLATFORM RELATIONSHIPS

Facebook can't stay away from the headlines: fake news, privacy breaches; NewsFeed changes and lingering disappointment about revenue for publishers. Brazil's biggest paper, Folha de S Paulo in Brazil, is no longer providing news to their Facebook page. With new product offerings on the horizon, what strategy should you adopt?

- **Francisco Pedro Balsemão**

CEO, Impresa, Portugal

- **Sérgio Dávila**

Executive Editor, Folha de S.Paulo, Brazil

- **Grzegorz Piechota**

Research Associate, Harvard Business School and Oxford University, United Kingdom

- **Cláudia Gurfinkel**

Head of Facebook News Partnerships, Facebook, Latin America

→ 14:30 JOURNALISM: THE REBOOT

As we confront a crisis of trust, how do we reach people who don't believe in journalism? What is the gap between what we are producing and what people want to read?

What does next-level journalism with impact look like?

- **Joyce Barnathan**

President, International Center for Journalists (ICFJ), USA

- **Ulrik Haagerup**

Founder and CEO, Constructive Institute, Denmark

- **Yusuf Omar**

Founder, #HashtagOurStories, South Africa

- **Rana Sabbagh**

Executive Director, Arab Reporters for Investigative Journalism (ARIJ), Jordan

- **Wolfgang Krach**

Editor-in-Chief, Süddeutsche Zeitung, Germany

- **Maria Ressa**

CEO and Executive Editor, Rappler, Philippines

→ 14:30 LOCAL REIMAGINED

The new frontier in the fight for sustainability is local news. What steps are local and regional news organisations taking to better meet the needs of digital audiences AND earn money? What goals, roles and tactics are they employing in the process to reassess their future?

- **Sophie Gourmelen**

Managing Director - Publisher, Le Parisien - Aujourd'hui en France, France

- **Fatemah Farag**

Founder and Director, Welad Elbalad Media Services LTD, Egypt

- **Durga Raghunath**

CEO, Indian Express Digital Media Services, India

- **Pål Nedregotten**

Executive Vice President, Amedia AS, Norway

- **David Boardman**

Dean of Media and Communications, Temple University, Philadelphia, USA

- **Andiara Petterle**

SVP of Product Development and Operations, RBS Group, Brazil

- **Martha Ramos Sosa**

Director General Editorial, Organización Editorial Mexicana, Mexico

→ 16:00 COFFEE BREAK AND NETWORKING IN OUR LOUNGE AND EXHIBITION AREA

→ 16:30 FIRESIDE CHAT: LOOK EAST FOR INNOVATION

China's Alibaba Group Holdings brought in Gary Liu as CEO of the 113-year-old South China Morning Post in 2017 to spearhead its transformation. It wants SCMP to "lead the global conversation about China." Liu's background is news aggregator Digg, Spotify Labs and other pure digital players.

- **Vivian Schiller**

Independent Media Advisor and Editor-in-Residence at Weber Shandwick, USA

- **Gary Liu**

CEO, South China Morning Post Publishers Ltd, Hong Kong

→ 17:00 AI IS HERE. IT SHOULD BE YOUR SECRET WEAPON!

Artificial Intelligence (AI) is a perfect antidote to platform chaos and can give media back control in audience relationships. Amid lingering unhappiness over algorithms, AI can bring order and intelligence to your audience relationship. It can also help with some business issues (e.g. Increase efficiency in some work processes).

- **Fionnuala O'Leary**

Group Digital Editor for Independent News & Media, Ireland

- **Atelach Alemu Argaw**

Head of Data and Privacy, Schibsted Media Group, Sweden

- **Benoît Raphaël**

AI & Media innovator. Entrepreneur, France

- **Patricia Georgiou**

Head of Partnerships and Business Development, Jigsaw, USA

→ 19:00 GALA DINNER

Let us enchant you at the Gala Dinner! Enjoy a multi-course dinner and a fantastic programme in one of Estoril's most emblematic places - the Casino do Estoril, inspiration for Ian Fleming's first James Bond book, Casino Royale. Connect with colleagues from around the world and spend a great evening together. Please note badges are required for entry.

PROGRAMME

FRIDAY, 8 JUNE 2018

PLENARY SESSION, PARALLEL STREAMS

- CONGRESS
- EDITORS
- NETWORKING
- TRENDS
- INNOVATION

→ 08:20 BREAKFAST SESSION: HOW CROWDTANGLE CAN TRANSFORM YOUR NEWSROOM. SPONSORED BY FACEBOOK

CrowdTangle is helping publishers redefine their digital strategy and cut costs. In this session, CrowdTangle Co-Founder and CEO Brandon Silverman will discuss how to bring innovation into the newsroom. This workshop will go in depth on how publishers are using CrowdTangle to track news in real-time, gain insights on their social accounts, and shape their overall digital strategy. You'll learn how partners have implemented CrowdTangle to increase ROI across their companies and how you can, too.

CrowdTangle is the leading social analytic and discovery tool, used by thousands of publishers to monitor social media & reach more people across multiple social media platforms. In 2016 CrowdTangle was acquired by Facebook and offered to publishers for free as part of the Facebook Journalism Project.

Pre-registration required. [Please sign up here!](#)

- **Brandon Silverman**
CEO & Co-Founder, CrowdTangle, USA

→ 09:30 THE FUTURE: ADVERTISING AND DATA

HEAD TO HEAD: HOW DIFFERENT ARE THE AGENDAS OF A PUBLISHER AND A CONSUMER BRAND OWNER?

Brands and media companies have their own business priorities. However they are united in the digital world by the same challenges. Looking for solutions may require them to work closer together in future, bypassing traditional intermediaries.

- **Jason Kint**
CEO Digital Content Next, USA
- **Dorthe Bjerregaard-Knudsen**
Executive Vice President, COO, JP/Politikens Hus, Denmark
- **Matthias Berninger**
VP Public Affairs, Mars Incorporated, USA

ALIGNING DATA STRATEGY WITH BUSINESS GOALS

Media companies building their data strategy are facing challenging times, not only due to evolving regulations - though this is a key aspect this year. Betts will share how the Financial Times Group has successfully managed to align itself with common goals, data ownership and platform relationships.

- **Tom Betts**
Chief Data Officer, The Financial Times Group, UK
-

→ 09:30 TRUTH, TRUST AND FIGHTING MISINFORMATION

Newsrooms have found individual and collaborative ways to fight misinformation and distrust. Is it helping a renaissance of trust in journalism? Editors driving initiatives share what's working and give takeaways for you to implement.

- **Fergus Bell**
Founder, Global Council to Build Trust in Media and Fight Misinformation, UK
- **Orit Kopel**
Co-Founder and VP of Business Development, WikiTribune, UK
- **Wolfgang Krach**
Editor-in-Chief, Süddeutsche Zeitung, Germany
- **Stephen Rae**
Group Editor-in-Chief, Independent News and Media (INM), Ireland
- **Helje Solberg**
CEO/Editor, VGTV; Chair Faktisk.no, Norway
- **Ritu Kapur**
Co-founder, The Quint, India

→ 09:30 WORLD PRESS TRENDS

- **Dean Roper**
Director of Insights & Editor-in-Chief, WAN-IFRA, Germany
- **François Nel**
Director, Journalism Leaders Programme | Co-convenor: Digital Editors Network, UK

→ 09:30 BOLD TRANSFORMATION: LESSONS FROM BRAZIL

Amidst terrible economic conditions, Brazilian news publishers have proved remarkably resilient. Legacy news brands are the most popular in the digital environment and this has given them the courage to make bold changes. The session will feature case studies from two major Brazilian publishers.

- **Cristina Soares**
COO, Público Comunicação Social, Portugal
 - **Guilherme D. Cunha Pereira**
CEO, Gazeta do Povo, Brazil
 - **Alan Gripp**
Editorial Director, Infoglobo, Brazil
-

→ **11:00 COFFEE BREAK AND NETWORKING IN OUR LOUNGE AND EXHIBITION AREA**



→ **11:30 CEOS DRIVING CHANGE**

Chief executives from very different parts of the world united in the goal to transform their media businesses. They will share the strategy for Prisa Noticias from Spain, Gizmodo in the USA and Mediahuis, which is headquartered in Belgium.

- **Isabel Amorim Sicherle**
Director of Products, Digital and Editorial Strategy, Editora Abril, Brazil
- **Gert Ysebaert**
CEO, Mediahuis, Belgium
- **Alejandro Martínez Peón**
CEO, Prisa Noticias, Spain

HEAD-TO-HEAD: WHAT BUSINESS MODEL?

- **Raju Narisetti**
Outgoing CEO, Gizmodo Media Group, USA
- **Louis Dreyfus**
President, Groupe Le Monde, France

→ **11:30 INNOVATION REPORT**

Following an established tradition, Innovation Media Consulting will release, for the 20th time, the annual report it compiles for WAN-IFRA. The consulting firm gives its own analysis of the key industry trends.

- **Juan Señor**
President of INNOVATION, Media Consulting Group, UK
 - **Andrew Rolf**
INNOVATION Senior Consultant, Media Consulting Group, UK
-

→ **11:30 COVERAGE NEEDED: A STORYTELLING PROJECT ABOUT JOURNALIST SAFETY**

Every five days a journalist is killed, but we rarely hear or read the stories about those journalists. Who reports on why they were killed? On what story they were covering? Can we learn from the best storytellers to create awareness about the risks journalists take on a daily basis and ultimately spark change? With FREE PRESS UNLIMITED

- **Leon Willems**
Director Policy and Programmes, Free Press Unlimited, The Netherlands
 - **Yusuf Omar**
Founder, #HashtagOurStories, South Africa
 - **Beata Balagova**
Editor-in-Chief, SME, Slovak Republic
 - **Michael Cooke**
Outgoing Editor, Toronto Star, Canada
 - **Hannah Storm**
Director, International News Safety Institute (INSI), UK
-

→ **12:30 GOOGLE NEWS INITIATIVE: HELPING JOURNALISM THRIVE IN THE DIGITAL AGE**

- **Madhav Chinnappa**
Director News & Publishers - EMEA Partnerships, Google, UK
 - **Ludovic Blecher**
Head of DNI Innovation Fund, Google, France
-

→ **13:00 LUNCH BREAK AND NETWORKING IN OUR LOUNGE AND EXHIBITION AREA**

→ **13:00 LABLUNCH:
MEET AND EAT WITH
INNOVATION LABS**

Best practices, projects and lessons learned from innovation labs around the world. Interactive session for all you need to know about media labs: from setting one up in your newsroom to working with start-ups/students/media companies and getting the rest of the organisation involved in the Lab's work.

• **Andrea Wagemans**

INJECT Project Coordinator, WAN-IFRA, France

• **Michael Lang**

Editor-in-Chief, Austria Presse Agentur, Austria

• **Denis Teyssou**

Editorial Manager, AFP Medialab, France

• **Chani Guyot**

CEO and Publisher, RED/ACCIÓN

• **Barbara Chazelle**

Project Manager and blog editor, France Télévisions Lab, France

• **Nicolas Henchoz**

Director, EPFL-ECAL Lab, Switzerland



→ **13:00 EDITOR'S LUNCH:
PRESS FREEDOM ROUNDTABLE**

Press freedom is being pulled forward in some respects, but going backwards in more. Accounts from editors on the frontline and WAN-IFRA regional media freedom committees.

• **Guy Berger**

Director for Freedom of Expression and Media Development, UNESCO, Paris, France

• **Maria Ressa**

CEO and Executive Editor, Rappler.com, Philippines



→ **14:30 MARIO GARCIA'S
STORYTELLING SHOWFEST**

The journalism of interruptions and everywhere:

How does one write, edit and design for an audience that gives us between 6 and 8 seconds before it demands information? Storytelling is more vibrant and full of possibilities than ever before, and we have several platforms in which to present news and information. This session will concentrate mainly on the smallest screen - the smartphone. It will also deal with the simplest of stories, as in a push notification, all the way to how breaking news flows and how editors must learn to accommodate the individual characteristics of each platform, including the role of print. This will be a fest, indeed, and the participants will leave with solid tips to make storytelling unique in their publications.

• **Dr. Mario García**

CEO and Founder of García Media, USA

→ **14:30 INDUSTRY ALLIANCES**

Whether it is collaborative reporting projects, a joint effort to crack the membership puzzle, joined-up work on advertising or a collective effort to address trust in media, there is new power in alliances. A report back from a few that are making a difference to boost digital business (more panelists to be announced).

• **Vincent Peyrègne**

CEO, WAN-IFRA, France

• **Dr. Jana Moser**

Data Privacy Innovator and Lawyer, Germany

• **Alexis Marcombe**

Managing Director, MEDIA.figaro, France

• **Jason Kint**

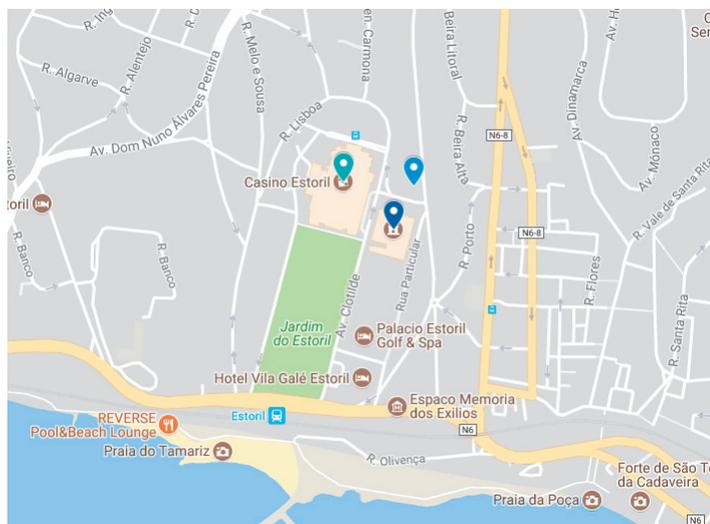
CEO Digital Content Next, USA



LOCATION

Estoril Congress Center
Av. Amarel, 2765-192 Estoril, Portugal

The Estoril Congress Center is located in the beautiful coastal area of Estoril and Cascais, only 25km away from Lisbon airport. The ECC is the only certified Green Venue in Portugal.



- WELCOME RECEPTION
- ESTORIL CONGRESS CENTER
- GALA DINNER

REGISTRATION

Please register through our website (www.wan-ifra.org/portugal2018). We have discounts for groups available.

HOW TO REACH ESTORIL

Lisbon International Airport is just a 20-30 minute taxi ride away from Estoril. Taxis are aplenty and available at your service 24/7 from the airport to take you to your hotel and the Estoril Convention Center.

HOTELS

Please find more information on our website under www.wan-ifra.org/portugal2018_location. June is high season in Portugal and it is urgent that you make your reservations soon.

TOURS

Estoril has many hidden treasures and exciting outdoor activities for everyone to enjoy. Go to www.wan-ifra.org/portugal2018_tours to find a selection of tours.

VISA

Many countries do not need a visa and can visit Portugal without any restrictions. If required, a Schengen Visa can be applied for easily. Please write an email to Ilona Gümperlein (ilona.guemperlein@wan-ifra.org), if you need an invitation letter for your visa.

CONGRESS PROGRAMME

Please find the updated programme of the World News Media Congress 2018 under the following link: www.wan-ifra.org/portugal2018_programme.

CONTACT

For more information please contact:



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CONGRESS EXHIBITION, SPONSORS & PARTNERS

The Congress Exhibition offers a chance to meet the leading suppliers to the news media industry and discover cutting edge products, services and technologies. Our exhibition will be at the launch and exhibition area. Come by and have a look at the newest technologies and products from our exhibitors.

These companies will be exhibiting:

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