

WNMC.19

# The World News Media Congress

World Editors Forum  
Women in News Summit

Glasgow, Scotland  
1-3 June, 2019



newsbrands. audiences. and the gap between.

PARTNER



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# The World News Media Congress (WNMC)

WNMC is the annual meeting of news media executives, including publishers, editors and owners of newspapers and news sites from all over the world. It is hosted in a different city each year. The 2018 Congress in Portugal drew around 900 people from over 60 countries for three days of conferences, executive meetings, networking and social events.

For 71 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 2019 congress comes at a critical time for those invested in the news business and quality journalism.



## The World Editors Forum (WEF)

WEF organises the editorial stream of the Congress. WEF is built on a commitment to defend press freedom and promote editorial excellence. It is at the forefront of newsroom change and connects editors on issues that matter for the future of independent and free news publishing.

## Women in News (WIN) Summit

WIN is a gathering to support WAN-IFRA's sector-leading initiative to increase women's leadership and voices in news through capacity building, training and advocacy.

Women in News (WIN) aims to increase women's leadership and voices in the news. It does so by equipping women journalists and editors with the skills, strategies, and support networks to take on greater leadership positions within their media. In parallel, WIN partners with media organisations to identify industry-led solutions to close the gender gap in their newsrooms, boardrooms and in the content they produce.



The winners of the 2019 World Digital Media Awards will be announced at the Gala Dinner on June 2. These awards are the news media industry's only truly global digital media competition. The 2019 winners will come from the 2018 regional winners in Africa, Asia, Europe, Latin America, The Middle East, North America and South Asia.

### Categories



Best News Website  
or Mobile Service



Best in Lifestyle, Sports,  
Entertainment Website or  
Mobile Services



Best Use of Online  
Video (including VR)



Best Data Visualization



Best Reader Revenue  
Initiative



Best Branded Content  
Project



Best Digital News  
Start-up



Best in Social Media  
Engagement



Best Digital Marketing  
Campaign



Best Innovation to Engage  
Youth Audiences

For more information visit our [website](#)

# On stage: the best in news media



**Maria A. Ressa**  
CEO and Executive Editor  
**Rappler**  
Philippines



**Mark Thompson**  
President and CEO  
**The New York Times Company**  
USA



**Kim Bode**  
Product Manager,  
Newsletters  
and Messaging  
**Los Angeles Times**  
USA



**Thomas Mattsson**  
Editor-in-Chief  
and Responsible Editor  
**Expressen**  
Sweden



**Vivian Schiller**  
CEO  
**Civil Media Foundation**  
USA



**Rasmus Nielsen**  
Director  
**Reuters Institute for the Study of Journalism**  
UK



**Catherine Gicheru**  
Country Lead  
**Code of Kenya, ICFJ**  
Knight Fellow  
Kenya



**Raju Narisetti**  
Professor of Professional  
Practice and Director  
Knight-Bagehot  
Fellowship in Economic  
and Business Journalism  
**Columbia University, USA**



**Wendy Metcalfe**  
Editor-in-Chief, Director  
of Content  
**Brunswick News**  
Canada



**Michael Golden**  
President  
**WAN-IFRA**  
USA



**Nancy Lane**  
President  
**Local Media Association**  
USA



**Anthony Tan**  
Deputy Chief  
Executive Office  
**Singapore Press Holdings Ltd., Singapore**



**Ingeborg Volan**  
Director of Audience  
Engagement  
**Dagens Næringsliv**  
Norway



**Seema Singh**  
Co-Founder and Editor  
**THE KEN**  
India



**Jason Jedlinski**  
SVP/Head of  
Consumer Products  
**USA Today Network**  
USA



**Sinead Boucher**  
CEO  
**Stuff & Fairfax Media**  
New Zealand



**Greg Barber**  
Director of  
Newsroom Product  
**Washington Post**  
USA



**Zoe Murphy**  
Head of News Innovation  
**BBC Voice**  
UK



**Juan Señor**  
President  
**Innovation Media Consulting Group**  
UK



**Dame Frances Cairncross**  
Chair of Court  
**Heriot-Watt University**  
UK



**Aslak Gottlieb**  
Educational Consultant  
**medieundervisning.dk**  
Denmark



**Alison Gow**  
Editor-in-Chief (Digital)  
**Reach plc**  
UK



**Dmitry Shishkin**  
Chief Content Officer  
**Culture Trip**  
UK



**Nina Goswami**  
50:50 Project Lead  
**BBC**  
UK



**Claire Charbonnel**  
Deputy Managing  
Director  
**Midi Libre - La Dépêche**  
France



**David Dinsmore**  
Chief Operating Officer  
**News UK**  
UK



**Serene Luo**  
Schools Editor &  
Correspondent  
**The Straits Times & Singapore Press Holdings Ltd., Singapore**



**Zuzanna Ziomecka**  
Editor-in-Chief  
**NewsMavens**  
Poland



**Sérgio Dávila**  
Executive Editor  
**Folha de S.Paulo**  
Brazil



**Ritu Kapur**  
Co-Founder and  
Chief Executive Officer  
**Quintillion Media**  
India



**Sir Alan Moses**  
Chairman  
**Independent Press Standards Organisation (IPSO), UK**



**Laura Zelenko**  
Senior Executive Editor  
**Bloomberg News**  
USA



**Juliette Laborie**  
Head of Strategic Projects  
**The Guardian News and Media**  
UK

Plus more - see our [website](#)

## Programme Overview

### Saturday, 01 June 2019

<span style="color: orange;">●</span>	<b>Carron</b>	09:00	Editors' Roundtable: Science in the Newsroom	<span style="color: blue;">●</span> <span style="color: orange;">●</span>	<b>Auditorium</b>	14:30	Small and Mid-Sized Businesses: How to set yourself apart and give your newsbrand an edge
<span style="color: blue;">●</span> <span style="color: orange;">●</span>	<b>Auditorium</b>	11:00	Congress Opening	<span style="color: green;">●</span>	<b>Alsh</b>	14:30	News Labs and Innovation (GAMI)
<span style="color: blue;">●</span> <span style="color: orange;">●</span>	<b>Auditorium</b>	11:15	Another pivotal year for our industry	<span style="color: purple;">●</span> <span style="color: red;">●</span>	<b>Carron</b>	14:30	Facebook Journalism Project: working towards sustainable solutions for local news
			<ul style="list-style-type: none"> <li>• Is the Press sustainable?</li> <li>• No one likes us, we don't care</li> <li>• We are all in this. Roll-up your sleeves!</li> </ul>	<span style="color: blue;">●</span> <span style="color: orange;">●</span>	<b>Auditorium</b>	16:45	Golden Pen of Freedom Award
<span style="color: orange;">●</span> <span style="color: red;">●</span>	<b>Across M1</b>	13:00	Women in News Lunch	<span style="color: blue;">●</span> <span style="color: orange;">●</span>	<b>Auditorium</b>	17:15	Press Freedom around the world
<span style="color: orange;">●</span> <span style="color: red;">●</span>	<b>M1</b>	13:45	3rd Women in News Summit				

### Sunday, 02 June 2019

<span style="color: purple;">●</span> <span style="color: red;">●</span>	<b>Carron</b>	08:45	Breakfast Session - Advertising vs UX: Does higher revenue always come at the expense of the readers??				effectiveness in newsbrands
<span style="color: orange;">●</span>	<b>M1</b>	09:45	Next Level Journalism and Storytelling	<span style="color: orange;">●</span>	<b>M1</b>	14:30	Building Bridges: news media literacy needed!
<span style="color: blue;">●</span>	<b>Auditorium</b>	09:45	Brand Building and Reader Revenue	<span style="color: green;">●</span>	<b>Alsh</b>	14:30	Personalisation of news matters!
			<ul style="list-style-type: none"> <li>• Tables stakes: Focus on results rather than just process</li> </ul>	<span style="color: purple;">●</span> <span style="color: red;">●</span>	<b>Carron</b>	14:30	Global State of Reader Engagement
<span style="color: green;">●</span>	<b>Alsh</b>	09:45	World Press Trends	<span style="color: blue;">●</span> <span style="color: orange;">●</span>	<b>Auditorium</b>	16:30	In Conversation with Mark Thompson, NYT
<span style="color: blue;">●</span>	<b>Auditorium</b>	12:00	Funding Models and Journalism Guardrails	<span style="color: green;">●</span>	<b>Boisdale</b>	16:30	Managing Sexual Harassment in the Newsroom
<span style="color: orange;">●</span>	<b>M1</b>	12:00	Next Generation Newsroom	<span style="color: blue;">●</span> <span style="color: orange;">●</span>	<b>Auditorium</b>	17:00	Opportunity: Developing original programmes for streaming services
			<ul style="list-style-type: none"> <li>• Inside the Washington Post Newsroom</li> <li>• Are Journalists Today's Coal Miners?</li> </ul>	<span style="color: lightblue;">●</span>	<b>Kelvingrove Museum</b>	18:00	Gala Dinner
<span style="color: blue;">●</span>	<b>Boisdale</b>	13:00	Editors' Lunch: Where is the Editor?				<ul style="list-style-type: none"> <li>• World Digital Media Awards Ceremony</li> <li>• WIN Editorial Leadership Awards</li> <li>• Venue Announcement 2020</li> </ul>
<span style="color: blue;">●</span>	<b>Auditorium</b>	14:30	Advertising: Setting the right line of defence				
			<ul style="list-style-type: none"> <li>• Innovative research to prove ad</li> </ul>				

### Monday, 03 June 2019

<span style="color: orange;">●</span>	<b>Auditorium</b>	09:30	Innovation Reports	<span style="color: orange;">●</span>	<b>Auditorium</b>	12:00	How to build a culture of innovation, and grow your organization's bottom-line
			<ul style="list-style-type: none"> <li>• Innovation in News Media World Report</li> <li>• Print Winning Strategies</li> <li>• Benchmarking trust in advertising</li> </ul>	<span style="color: blue;">●</span> <span style="color: orange;">●</span>	<b>Auditorium</b>	14:00	In conversation with Madhav Chinnappa, Google
<span style="color: blue;">●</span> <span style="color: red;">●</span>	<b>M1</b>	09:30	Editors' Safety Workshop	<span style="color: orange;">●</span>	<b>Auditorium</b>	14:30	Closing Keynote: Sir Alan Moses
<span style="color: green;">●</span>	<b>Alsh</b>	09:30	Table Stakes Workshop	<span style="color: blue;">●</span> <span style="color: orange;">●</span>	<b>Auditorium</b>	15:00	End of the 71st World News Media Congress



# Saturday, 01 June 2019

## 09:00 Editors' Roundtable: ● Science in the Newsroom

Three-quarters of the top health stories that went viral in 2018 included false or misleading information, a recent study found. Many had been created or shared by big-name, credible newsrooms. Although there were no major inaccuracies, the lack of detail, context, overstatement and misinterpretation of research findings resulted in the public getting inaccurate information and making decisions on that. Our editors' roundtable on Science in the Newsroom will explore how to improve reporting in a resource-scarce newsroom.

• **Fergus Bell** Founder, Dig Deeper Media, London, UK

## 10:00 Welcome Coffee

## 11:00 Congress Opening

Official opening of the 2019 World News Media Congress.

- **Michael Golden** President WAN-IFRA, former Vice Chairman, The New York Times, USA
- **Fiona Hyslop** Cabinet Secretary for Culture, Tourism and External Affairs, Scottish Government, UK

## 11:15 Another pivotal year for our industry

• Moderated by **Lisa Macleod** Tiso Blackstar, South Africa

### Is the Press sustainable?

A major investigation into the sustainability of quality journalism in the UK, released in February, was hailed as a blueprint for the economic development of the industry. Nine recommendations were made, ranging from a regulated relationship between publishers and platforms, to tax relief for investors in public interest journalism and a government media literacy strategy. Dame Frances Cairncross, a respected journalist, academic and economist, will assess the response to her recommendations, report on actions taken and share advice for the health of quality journalism beyond the UK.

• **Dame Frances Cairncross** Chair of Court, Heriot-Watt University, UK

### No one likes us, we don't care

Much of the public is increasingly turning their back on journalism, finding that news is not relevant to them, that they cannot trust it, or even find it to be actively antithetical to their values. How can journalism respond to this combination of threats and renew the public connection that is the premise of journalism as a profession, as a public institution, and as a business? What combination of editorial, technological, and other responses might help us as we risk losing touch with the public we serve?

• **Rasmus Nielsen** Director, Reuters Institute for the Study of Journalism, UK

## We are all in this. Roll-up your sleeves!

Much is expected of newsrooms. We ask experienced editors on how they cope with complex, pressured relationships amid a battle for social relevance.

- **Warren Fernandez** Editor-in-Chief, The Straits Times & SPH's English/Malay/Tamil Media Group
- **Jane Barrett** Global Editor, Media News Strategy, Reuters, UK
- **Irene Gentle** Editor, Toronto Star, Canada
- **Martha Ramos Sosa** Director General Editorial, Organización Editorial Mexicana, Mexico

## 13:00 Lunch and Networking Break

## 13:00 Women in News Lunch SPONSORED BY GOOGLE

Those joining the Women in News Summit are invited to join a pre-Summit lunch.

## 13:45 3rd Women in News Summit SPONSORED BY GOOGLE

The initial fallout from #metoo sparked change in the way women are treated in media companies. It also raised questions of why so few are questioned/quoted for their expertise. This session, which promises to be as inspiring as previous years, features new initiatives and builds on cases presented in 2018.

- **Vivian Schiller** CEO at Civil Media Foundation, USA
- **Catherine Gicheru** Country Lead, Code for Kenya, ICFJ Knight Fellow, Kenya
- **Maria A. Ressa** CEO and Executive Editor, Rappler, Philippines
- **Zuzanna Ziomecka** Editor in Chief, NewsMavens, Poland
- **Nina Goswami** 50:50 Project Lead, BBC, London, UK
- **Laura Zelenko** Senior Executive Editor for Diversity, Talent, Standards and Training Bloomberg News
- **Carin Andersson** Human Resources Director, MittMedia Förvaltnings AB, Sweden
- **Anna Nimiriano** Editor-in-chief, Juba Monitor, South Sudan
- **Acil Tabbara** Senior Editor, L'Orient du Jour, Lebanon



## Saturday, 01 June 2019

### 14:30 Small and Mid-Sized Businesses: how to set yourself apart and give your newsbrand an edge

Big newsbrands invest substantial amounts on marketing campaigns, using ad agencies to convey their mission and values to the public. What are the smaller brands doing to be heard and understood and to convince audiences to pay for their product against that of a competitor?

- **Nancy Lane** *President, Local Media Association, USA*
- **Wendy Metcalfe** *Editor in Chief, Director of Content, Brunswick News, Canada*
- **Jason Jedlinski** *SVP/Head of Consumer Products, USA TODAY NETWORK, USA*
- **Alison Gow** *Editor In Chief (Digital), Reach plc, United Kingdom*
- **Rachel Hamada** *Community organiser, The Bureau Local, UK*

### 14:30 News Labs and Innovation (GAMI)

Best practices, projects and lessons learned from a selection of innovation labs in our community with a particular focus on Voice and AI. Hear how the Associated Press is reorganising their innovation process and what the New York Times R&D strategy is including some projects they are working on.

From France, hear about the Renault and Challenges magazine initiative 'Augmented Editorial Experience (AEX)', launched at the Paris Motor Show 2018, which aims to create future opportunities for car makers and their content partners.

- **Clare Cook** *Co-founder Media Innovation Studio, University of Central Lancashire, UK*
- **Frédéric Sitterlé** *Director of Development, Groupe Challenges, France*
- **Robyn Spector** *Director of Corporate Strategy and Development, Associated Press, USA*
- **Kourtney Bitterly** *Research & Development Lead, The New York Times, USA*

### 14:30 Facebook Journalism Project: working towards sustainable solutions for local news

SPONSORED BY FACEBOOK

The Facebook Journalism Project is committed to strengthening communities by connecting people with meaningful journalism. Local newspapers play a vital role in providing their communities with authentic, reliable news and information. In this session, Facebook, the National Council for the Training of Journalists and Caxton, South Africa's leader in community news, will discuss the progress of the Community News Project to hire and train 82 community news reporters and embed them in local newsrooms as well as the need to build other solutions for different business models in different countries, including audience and video accelerators.

- **Nick Wrenn** *Head of News Partnerships, EMEA, Facebook, UK*
- **Joanne Butcher** *Chief Executive, NCTJ, UK*
- **Chris Louw** *Head of Content, Caxton, South Africa*

### 16:00 Coffee and Networking Break

### 16:45 Golden Pen of Freedom Award

The Golden Pen of Freedom is an annual award made by WAN-IFRA to recognise the outstanding action, in writing or deed, of an individual, a group or an institution in the cause of press freedom. The 2018 Golden Pen of Freedom Laureate was Maria Ressa, Rappler, Philippines.

- **David Callaway** *President, World Editors Forum, USA*



### 17:15 Press Freedom around the world

Murder, intimidation, harassment, media capture. What's to be done?

- **Maria A. Ressa** *CEO and Executive Editor, Rappler, Philippines*
- **Ritu Kapur** *Co-Founder & CEO, Quintillion Media, India*
- **Sérgio Dávila** *Executive Editor, Folha de S.Paulo, Brazil*
- **Safa Al Ahmad** *Freelance Journalist / Filmmaker, Saudi Arabia & Yemen*

### 18:00 Welcome Reception

A small taste of Scotland with a traditional pipe band, popular drinks and snacks from the region. Try a dram of whisky while networking with colleagues, old friends and new acquaintances.

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## 09:00 Breakfast Session - Advertising vs UX: ●● does higher ad revenue always come at the expense of the reader? SPONSORED BY MARFEEL

Maximizing ad revenue can easily come at the expense of the user. However, this session will reveal data-driven best practices to increase advertising revenue through better user experience, and reveal the only way to measure the effect UX has on publisher revenue.

- **Sergio Vives** VP Sales, Marfeel, Spain

## 09:45 Next Level Journalism and Storytelling ●

The evolution of multimedia journalism is rapid: are we on a road from Pulitzers to Emmys as Voice and Podcasts supplement already profitable Video reporting? And how do you make the advances while ensuring the community stays front and centre of your journalism?

- **Dmitry Shishkin** Chief Content Officer, Culture Trip
- **Zoe Murphy** Head of News Innovation, BBC Voice, London, UK
- **Thomas Mattsson** Editor-in-Chief and Responsible Editor, Expressen, Sweden
- **Kim Bode** Product Manager, Newsletters and Messaging, Los Angeles Times, USA

## 09:45 Brand Building and Reader Revenue ●

The frontrunners in the deployment of a digital subscription strategy are working on improving subscription funnels and preventing churn. In parallel, alternative initiatives are emerging or taking off. The focus is still to incentivise readers to pay, but using different approaches.

- **Nick Tjaardstra** Director, Europe / Africa & Global Advisory, WAN-IFRA, Germany
- **Sebastian Esser** Founder and Managing Director, Steady Media, Germany
- **Dominic Young** CEO, Agate, UK
- **Juliette Laborie** Head of strategic projects, The Guardian News & Media, UK

### Tables stakes: Focus on results rather than just process

Table stakes comes from thinking about strategy as poker. The speakers will share how Metro, local and regional newspapers in USA used this challenge centric method to achieve significant gain in traffic, engagement, subscription and diversified revenue streams.

- **Stan Wischnowski** Executive Editor, Philadelphia Media Network, USA
- **Doug Smith** Co-Founder, Table Stakes, USA

## 09:45 World Press Trends ●

What metrics are driving reader revenue strategies? What underlying trends are shaping local news challenges? How is trust impacting news media? Those are just a few of the questions that World Press Trends is addressing this year in its global survey.

- **Dean Roper** Director of Insights & Editor-in-Chief, WAN-IFRA, Germany
- **François Nel** Director, Journalism Leaders Programme, Co-convenor: Digital Editors Network, UK
- **Laura Zelenko** Senior Executive Editor for Diversity, Talent, Standards and Training Bloomberg News
- **Adriaan Basson** Editor-in-chief, News24, Johannesburg, South Africa

## 11:30 Coffee and Networking Break ●

## 12:00 Funding Models and Journalism ● Guardrails

As new investors and philanthropists step forward to fund news media how can you ensure journalists can continue to do their work, in the best conditions and in a context where the public is suspicious about partisanship.

- **Raju Narisetti** Professor of Professional Practice and Director, Knight-Bagehot Fellowship in Economics & Business Journalism, Columbia University, USA
- **Vivian Schiller** CEO at Civil Media Foundation, USA
- **Seema Singh** Co-Founder and Editor, THE KEN, India
- **Sophie Gourmelen** Managing Director - Publisher, Le Parisien - Aujourd'hui en France, France News & Media, UK



## Sunday, 02 June 2019

### 12:00 ● Next Generation Newsroom

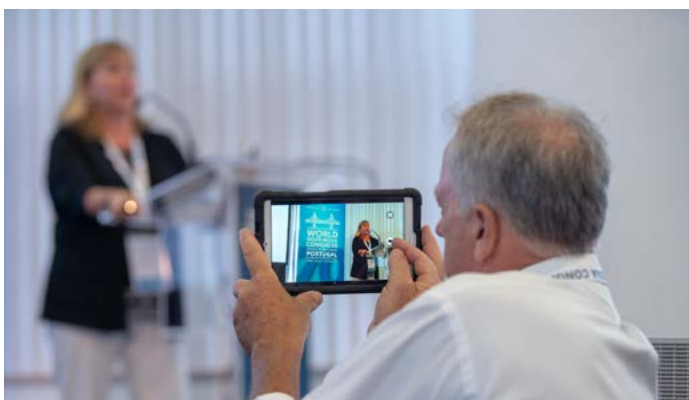
Get insight into the latest projects of the enviably well-funded newsroom of The Washington Post. At the other end of the scale, newsrooms are struggling, so too reputations and life for journalists is getting rougher. In this environment, who wants to be a journalist? How do you attract and keep qualified, diverse and resilient staff?

• **Moderated by Ingeborg Volan** *Dagens Næringsliv, Norway*

#### Inside the Washington Post Newsroom

The Washington Post has one of the most innovative newsrooms around. Its teams operating at the intersection of tech, journalism and products are changing the way they think about, plan and deliver their journalism. They are already planning for the 2020 elections. What else are they up to?

• **Greg Barber** *Director of Newsroom Product, Washington Post, USA*



#### Are Journalists Today's Coal Miners?

How to survive the talent challenge and emerge with better newsrooms. Fresh research paints a picture of the challenge the profession faces in markets that are in the middle of digital change. For this study, from RISJ and the University of Mainz, researchers interviewed dozens of editors-in-chief, heads of journalism schools in Europe and aspiring young journalists.

- **Dr Alexandra Borchardt** *Director of Leadership Programmes, Reuters Institute, UK*
- **Kirsty Styles** *Researcher, Media Innovation Studio, University of Central Lancashire, UK*

### 13:00 ● Editors' Lunch: Where is the Editor?

'The Editor', once a revered position both within the newsroom and in the community at large, is now an endangered species. An interactive session over lunch to explore the changing nature of editorial leadership.

- **Alan Geere** *International Editorial Consultant, UK*
- **Ian Murray** *Executive Director, Society of Editors, UK*

### 13:00 ● Lunch and Networking Break

### 14:30 ● Advertising: Setting the right line of defence

Public acceptance of advertising in the UK hit a new low in 2018 according to Advertising think-tank, Credos. This finding could apply to many developed ad markets. Among reasons, a feeling of intrusiveness and the use of "suspicious techniques". Rebuilding trust comes down to owning problems and helping brands to serve their campaigns to the relevant targets, in a trusted environment. Different initiatives are underway to create a better advertising ecosystem. Advertising has always been a revenue pillar for publishers, and like the others, it's facing pressure to transform.

• **Moderated by Denise West** *DC Thomson Media, UK*

#### Innovative research to prove ad effectiveness in newsbrands

• **Richard Bogie** *Managing Director, News Scotland & News Ireland*

#### Head-to-head: A future for advertising in our business-models

- **Ben Rose** *General Manager of Newspapers, Stuff Limited, New Zealand*
- **Anthony Tan** *Deputy Chief Executive Officer, Singapore Press Holdings Ltd.*
- **Sophie Gourmelen** *Managing Director - Publisher, Le Parisien - Aujourd'hui en France, France*
- **David Dinsmore** *Chief Operating Officer, News UK*

### 14:30 ● Building Bridges: News media literacy needed!

They will all be voters, strong forces of the future economy and some of them will even become political leaders. But most of Gen Z feel they can't access, analyze or evaluate the media around them, let alone trust traditional newsbrands to become their voice. It's time to build news media literacy programs around the world that understand the society teens and young adults live in and their motivators and values.

- **Elena Perotti** *Executive Director of Media Policy and Public Affairs, WAN-IFRA*
- **Aslak Gottlieb** *Educational Consultant, medieundervisning.dk, Copenhagen, Denmark*
- **Serene Luo** *Schools Editor, The Straits Times & Correspondent at Singapore Press Holdings Ltd, Singapore*
- **Etienne Millien** *Journalist, Groupe Sud Ouest, France*

### 14:30 ● Personalisation of news matters!

A focused break-out session about the capabilities of Advanced Digital Technologies to deliver personalised content and elevate the experience of your customers wherever they access your media.



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Hear about what they are doing at Ilta-Sanomat regarding personalising their news and hear an introduction to the Content Personalisation Network (CPN) which is an exciting European funded project using technologies such as Distributed Ledger (eg. blockchain) and artificial intelligence \ machine learning to build a leading-edge platform for content personalisation. Learn about how organisations such as WAN-IFRA, Digital Catapult, DW, VRT and Dias are working together to build this creative and adaptable mechanism for personalisation, and how your organisation could benefit.

- **Moderated by Rolf Dyrnes Svendsen** *Global Alliance for Media Innovation (GAMI), Norway*
- **Valteri Varpela** *Managing Editor, Ilta-Sanomat, Finland*
- **Tilman Wagner** *Innovation Manager, DW Research & Cooperation Projects, Deutsche Welle, Germany*
- **Jamie Harrison** *Head of Innovation Programmes, Digital Catapult, UK*

## Start-up pitches

In the second part of this session, innovative SMEs from across the UK and Europe will take to the stage to talk about the personalisation capabilities they can provide, and what they mean for organisations like yours.

- Startup pitches
- Voting on 'Most Promising' Startup
- Announcement of the winner
- Drinks and meet & greet the Startups !

- **Will Crosthwait** *Co-Founder, Kensai, UK*
- **Stavria K. Konstantinou** *Operations and Customer Support, SigmaLive Ltd / Dias Media Group, Cyprus*
- **Dr Mattia Fosci** *Director, Yoop, UK*
- **Al Ramich** *Founder, Loomi.ai, UK*

## 14:30 Global State of Reader Engagement

● ● SPONSORED BY CHARTBEAT

Chartbeat's Data Science Chief, Josh Schwartz, offers new research into global audience and traffic patterns to identify new year-on-year trends. With dramatic changes in reader behavior, the analysis looks closely at engagement and loyalty trends by platform, experience, and device, which have strategic implications for news publishers.

- **Josh Schwartz** *Data Science Chief, Chartbeat, USA*

## 16:00 Coffee and Networking Break



## 16:30 In Conversation with Mark Thompson, NYT

● ●

- **Moderated by Tina Stiegler** *Executive in residence, StartupLab, Norway*
- **Mark Thompson** *President & CEO, The New York Times Company, USA*

## 16:30 Managing Sexual Harassment in the Newsroom

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What media managers should know to protect their staff, their culture and their corporate reputations. Join WAN-IFRA for a roundtable discussion on sexual harassment in the newsroom, and the tools you need to help mitigate and manage instances when they do arrive.

- **Melanie Walker** *Director of Media Development and Head of Women in News, Canada*



## 17:00 Opportunity: Developing original programmes for streaming services

● ●

Streaming services like Netflix will need a lot of content in the future and they are looking for projects from third-parties. Opportunity arises for media companies with original stories that can be repurposed as base screenplays for shows. How does this new world work? We will ask Camila Jimenez Villa, who, at Univision, was the Executive Producer for the Netflix programmes *El Chapo* (seasons 1-3), *Murder Mountain*, *Tijuana* and "Who killed Malcom X".

- **Camila Jimenez Villa** *CEO & Co-Founder, The Immigrant, USA*
- **Raju Narisetti** *Professor of Professional Practice and Director Knight-Bagehot Fellowship in Economics and Business Journalism, Columbia University, USA*

# Sunday, 02 June 2019

## 18:00 Gala Dinner

We will start the Gala Dinner with a civic reception, courtesy of The Rt Hon The Lord Provost Councillor Eva Bolander. Have a drink and take the time to explore the treasures of the Kelvingrove Art Gallery and Museum. Enjoy a three course Scottish menu, while celebrating with us the winners of the World Digital Media Awards and the Women in News Leadership Awards. The Venue Announcement for Congress 2020 will also be held at this social event. A shuttle service will be provided to and from the museum - more info will be announced through the Congress App.



### Gala Dinner Programme:

#### World Digital Media Awards Ceremony

The World Digital Media Awards is the news media industry's only truly global digital media competition. The 2019 winners will come from the winners of our 2018 regional Digital Media Awards in Africa, Asia, Europe, Latin America, the Middle East, North America and South Asia. Award presented by Fiona Hyslop, Cabinet Secretary for Culture, Tourism and External Affairs, Scottish Government, UK.

[Website](#)

World  
**DIGITAL  
MEDIA  
AWARDS**

#### WIN Editorial Leadership Award Presentation

Each year, the Women in News Editorial Leadership Award is awarded to one outstanding woman editor in the sub Saharan Africa region and in the Middle East and North Africa region (MENA) respectively. Laureates of the Award are first amongst their peers in inspiring and paving the way forward for the next generation of leaders. The Award recognises an exemplary contribution of an Editor to her newsroom, and under her leadership, the contribution of her newspaper to society.

[Website](#)



#### Venue Announcement 2020

# Monday, 03 June 2019

## 09:30 Innovation reports

- Moderated by **Claire Charbonnel** *Midi Libre - La Dépêche, France*

### Innovation in News Media World Report

Presenting the annual must-read world report on behalf of WAN-IFRA on the latest ways and means news media are reinventing themselves with new commercial and editorial formulas.

- **Juan Señor** *President, Innovation Media Consulting Group, UK*
- **Emma Goodman** *Co-editor, Innovation News Media World Report; Policy Officer, LSE Media Policy Project, London, UK*

### Print winning strategies

- **Sabine C. Sirach** *Deputy Director World Printers Forum, WAN-IFRA, Germany*
- **Phillip Crawley** *Publisher and CEO, The Globe and Mail, Canada*
- **Florian Wende** *Deputy Editorial Director, Freistunde - Straubinger Tagblatt, Germany*

### Benchmarking trust in advertising

- **Dean Roper** *Director of Insights & Editor-in-Chief, WAN-IFRA, Germany*
- **Lauri Löfveblad** *Head of Strategy and Products at Syno International, Sweden*

## 09:30 Editors' Safety Workshop

● ● SPONSORED BY ACOS ALLIANCE

This workshop provides useful tools for news organisations and editorial teams to review and improve safety practices and protocols that affect both the newsroom and journalists out in the field.

We will focus on "easy wins" - editing and security practices that can be implemented with minimal cost and rapid deployment. We will address office security, best practices for commissioning dangerous assignments, and key elements for creating a robust safety policy and set of protocols.

All of these can save the lives of reporters, and your company - investing in building a robust safety policy and associated protocols can save your organisation from the financial loss and reputational damage of a crisis that could have been prevented and avoided, or could have been carefully managed.

- **Elisabet Cantenys** *Executive Director, ACOS Alliance, London, UK*
- **Sally Fitton** *High Risk Adviser, BBC High Risk team, UK*

## 09:30 Table Stakes Workshop

At this workshop, Doug Smith and Stan Wischnowski will describe the results achieved in the U.S. table stakes programs as well as provide an overview of the 7 core table stakes, the methodology of performance-driven change, and how the program works. Doug and Stan are both looking forward to exploring with participants how the Table Stakes Europe program can help participants move forward with their most important challenges

- **Stan Wischnowski** *Executive Editor, Philadelphia Media Network, USA*
- **Doug Smith** *Co-Founder, Table Stakes, USA*

## 11:30 Coffee and Networking Break

## 12:00 How to build a culture of innovation, & grow your organisation's bottom-line

Most news organisations recognise they need the capacity to innovate and keep their organisation relevant. But does innovation actually make a meaningful difference to performance? What levers do you need to pull to effect the culture change needed to drive innovation? This session will address these questions by highlighting innovation processes and role models. It will also help you determine the resources needed to oxygenate your newsroom and organisation.

- **François Nel**, *Director Journalism Leaders Programme | Co-convenor: Digital Editors Network, UK*
- **Kim Bode** *Product Manager, Newsletters and Messaging, Los Angeles Times, USA*
- **James Down** *Chief Strategy Officer, Guardian News & Media, UK*
- **Gordon Edall** *Director of Globe Labs, The Globe and Mail, Canada*

## 13:00 Lunch and Networking Break

## 14:00 In conversation with Madhav Chinnappa, Google

A discussion about the Google News Initiative and Google's role in the news ecosystem

- **Madhav Chinnappa** *Director of News Ecosystem Development, Google, UK*
- **Jane Barrett** *Global Editor, Media News Strategy, Reuters, UK*

## 14:30 Closing Keynote: Sir Alan Moses

The challenges of balancing freedom of expression with protecting individuals and the importance of and need for regulation.

- **Sir Alan Moses** *Chairman of the Independent Press Standards Organisation (IPSO), UK*

## 15:00 End of the 71st World News Media Congress





## Location

### Scottish Event Campus (SEC)

**Exhibition Way, Glasgow G3 8YW, UK**

The SEC is Scotland's largest exhibition centre, located in the district of Finnieston on the north bank of the River Clyde, Glasgow



## Registration

Please register through our [website](#).

## Visa

Citizens of the European Union, EFTA member states, citizens of some Commonwealth countries and more than 50 countries do not need a visa to visit the UK. If required, we will be happy to provide an invitation letter, upon request, after registration for the Congress.

## Getting To Glasgow

Glasgow Airport is located just 13 kilometers west of the city centre. Airport buses take about 25 minutes to get to the city and runs 24 hrs a day. Taxis are aplenty and are readily available from the airport. The city is also well connected by train from across the UK, and is easily accessible by Scotland's extensive road network and travelling by sea is made simple by the ferry connections.

## Hotels

The Glasgow Convention Bureau is our official accommodation provider and has negotiated special discounted rates for you. You can find more information on our [website](#).

## Contact

For more information please contact:



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[Website](#)



# 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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## PARTNER



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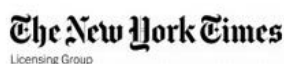
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