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**WEDNESDAY, JUNE 21**

**8:30 - 9:00 a.m.**

**Welcome!**

***> Matt Sanders,* Deseret Digital Media and *Ricardo Trotti****,* **Inter American Press Association (IAPA)**

**9:00 - 9:45 a.m.**

**Opening presentation**

**How to tell more visual stories in the digital age**

***> Mario García,* García Media, New York, New York**

**9:45 - 10:15 a.m.**

**Presentation**

**Digital resources to sell more on paper.**

**Feedback between the two platforms.**

***> Mike Blinder,* Blinder Group, Tampa, Florida**

**10:15 - 10:30 a.m.**

**Coffee brak**

**10:30 - 11:45 a.m.**

**Segment I: Different styles of digital transformation**

Each journalistic company is different and there are several routes that lead to change. This panel presents three media, three styles, three strategies that have experimented and have created their own formulas to position themselves successfully in the new digital environment.

***> The Washington Post (TBC), Deseret Digital Media; Sergio Marabolí,*** Editor, *La Cuarta*, Chile; ***Darío Gallo*, editor-in-chief of Clarín digital, Buenos Aires, Argentina*, Eduardo Tessler, Innovation* consultantPorto Alegre, Brasil**

**11:45 a.m. - 1:00 p.m**

**Segment II: Collaborative transformation**

From the fierce competition between news media to productive collaboration between them. On the one hand, journalists work with audiences to produce the quality content they demand, and on the other, news organizations partner with each other to reach new goals.

***> Case studies and: Mike Blinder, La Prensa, Honduras.***

**1:00 - 2:30 p.m.**

**Lunch**

**2:30 - 3:45 p.m.**

**Segment III: New cases of success in content monetization.**

**The return of the paywalls.**

There is a direct relationship between the decline of paper reading and the adoption of pay content strategies. The New York Times already exceeds one million digital subscribers. More than half of U.S. newspapers have adopted digital subscription models. In Latin America, traditional newspapers continue to add to this trend.

***> Billy Aldea-Martínez,* Piano Media*; Alejandro Couce,* Vindicia and *Carlos Martínez, PressReader,* Madrid, Spain**

**3:45 - 4:00 p.m.**

**Coffee break**

**4:00 - 5:00 p.m.**

**Segment IV: Metrics + Social networks = Different types of audiences**

A story on the web can have a lot of public, but on Facebook is a failure. Or vice versa. Newspapers are learning to solve this equation. They require passionate journalists, capable of combining the challenge of multiple content distribution channels. The daily collaboration to get the juice from the contents in different platforms.

**> The director of Metrics, *Eduardo Aguilar* and the Editor of Social Networks, *Renata Sánchez, El Universal, México.***

**5:00 - 5:30 p.m.**

**Presentación**

**> *Facebook***

**5:30 - 6:00 p.m.**

**Presentation**

**> *Roberto de Celis*, manager of Digital Business of Vocento Group of Spain**

**7:00 p.m.**

**Welcome cocktail**

**THURSDAY, JUNE 22**

**9:00 - 9:45 a.m.**

**Presentation: Innovation and inmagination in digital platforms**

*Mauricio Cabrera*, creator of the site juanfutbol.com

**9:45 - 11:00 a.m.**

**Segment V: Native Advertising, Sponsored Content and Storytelling: three different concepts that go very well together.**

There are many newspapers that are operating departments in charge of producing content and advertising based on these three concepts that add a new dimension to the business of journalism. The key to succeed in this is to have the concepts clear and adopt the appropriate strategy.

***> Laura Montoya,* Specialist in Content Sponsored by Brandforge (TBC); *Mauricio Cabrera*, creator of the Juanfutbol.com site in Mexico; *Marcelo García Cisneros,* Rekket, Argentina**

**11:00 - 11:15 a.m.**

**Coffee break**

**11:15 - 12:30 a.m.**

**Segment VI: The impact of Over the Top Platforms (OTT) in traditional media.**

OTT technology has given headaches to television companies, but they are also an opportunity. And the newspapers can also take advantage of it, have their own "micro stations" television. Latin America is one of the regions with the greatest growth in the use of OTT platforms.

***> Carlos Hullet, Vivo Play, Miami (TBC); and representatives of Hispanic television networks in the United States***

**12:30 - 1:15 p.m.**

**Monetization of mobile platforms**

The *primetime*, stellar schedule of transmissions, has been displaced by the time that the reader imposes. The personalization of the contents and,in particular, in the mobile platforms, is a necessity that must receive appropriate answers from the means.

**Presentación: Roberto de Celis,** *Vocento,* Madrid, Spain, **Marcelo García Cisneros**, Rekket, Argentina

**1:15- 2:45 p.m.**

**Lunch**

**2:45- 4:00 p.m.**

**Panel VII : The evolution of the Newsroom in 2017**

**> Eduardo Tessler**, Innovation consultant*,* Porto Alegre, Brasil; **Sergio Marabolí**, *La Cuarta*, Santiago, Chile **Moderator**:

**4:00-4:15 p.m.**

**Coffee break**

**4:15-5:00 p.m.**

**Presentation**

**Cybersecurity/Jigsaw Google**

**5:00 - 6:00 p.m.**

**Panel**

**New tools and services**

**FRIDAY, JUNE 23**

**9:00 a.m. – 12:30 p.m.**

**Practical workshop. Media boot camp.**

**Revalue the brand in the digital Tsunami. Loyalty, the key to the newspaper business**

Interactive work session, supported by successful experiences told by its protagonists in face-to-face or "short-video" formats. We are going to decipher the keys that will make it possible to strength our benchmark and and our sustainable business in the middle of the digital vortex.

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We will hear firsthand how *Clarín* (Argentina), *La Dépêche du Midi* (France), and *El Colombiano* (Colombia) are achieving multimedia cultural change in their organizations; What has *El Economista* (Spain) done to increase its audience by ten using niche digital products; How Grupo EPENSA (Peru) is increasing its revenues thanks to its focus on quality content.

**César Bracho** (Venezuela) and **Pato Moreno** (Chile) will explain the methods that are triumphing to achieve engagement and membership with audiences. We will know how *ABC*, a brand that is centenarian in Spain, is renewing its memberships through the eCommerce project called Oferplan ... these and other inspiring experiences of loyalty, will mark a before and after in many of the participants. All this in a participative environment, in which attendees will not only have voice, but also vote.

**Instructors: Protecmedia**