

# 2015 SIP CONNECT HEMISPHERE CONFERENCE

Miami, June 24-26, 2015

## TOPICS

### DAY ONE: WEDNESDAY, June 24

#### MORNING

8:45 am- Opening remarks

- KEYNOTE SPEAKER: **Subject:** Philosophy for the transformation of the press

#### 9:30 am **PANEL DISCUSSION 1: STRATEGIES FOR DIGITAL TRANSFORMATION**

*The big challenge for the press is not to introduce adjustments, corrections, improvements. It is to understand that the world has changed and business from its roots needs to be transformed, turned upside down. As always, those who triumph are those that take risks.*

11:00 am Coffee break

#### 11:30 am **PANEL DISCUSSION 2: MONETIZATION OF CONTENT**

*Publications continue to invest in the digital area, but no results are yet seen. In general, they still lack suitable commercial structures that would allow them, in the digital era, to monetize, that is to generate revenue. What are the ways to increase revenues? How to insert Native Advertising in that objective?*

1:00 pm Lunch- KEYNOTE SPEAKER:

**Subject:** Failures and successes of O Globo

#### AFTERNOON

2:30 pm **PANEL DISCUSSION 3: PAYWALLS AND OTHER PAYMENT MODELS**

*A recurring theme in the press world. At this stage nobody is sure that the paywall is the solution for obtaining revenue in the face of the culture of the free-of-charge*

4:00 pm Coffee break

4:30 pm **PANEL DISCUSSION 4: BEYOND THE NEWS: TOTAL E-COMMERCE AND COMPLEMENTARY SERVICES**

*Is it possible that a news company can receive more revenue from the sale of services and products that have nothing to do with the news? How far does the digital commerce business reach?*

7:15 pm Welcoming reception

**DAY TWO: THURSDAY, June 25**

**MORNING**

9:00 am **PANEL DISCUSSION 5: AUDIENCE & ENGAGEMENT: THE PUBLIC TO BE CONQUERED**

*For years traffic was an obsession of newsrooms. Time has shown that it is an important index, but not so much as the relationship of loyalty with the audience. The engagement (commitment, sentimental linkage) shows it as being the best recourse to have and maintain an audience of quality.*

10:30 am Coffee break

11:00 am **PANEL DISCUSSION 6: SOCIAL MEDIA'S STRATEGY**

*Now nobody questions the relevance of social media in the work of the press. What it involves is applying a correct strategy that takes into account the media outlet's profile*

12:30 pm Lunch- KEY SPEAKER:

**Subject:** Digital disruption and super efficient management of the

**AFTERNOON**

2:00 pm **PANEL DISCUSSION 7: AT THE CENTER: THE MOBILE + APPS**

*Mobile First. The digital revolution suddenly has changed the way in which we get informed, are entertained, do business, travel, purchase.... In today's world the mobile is the platform of greatest penetration into the audience. There remain behind the computers and the tablets – the mobile occupies the center of our lives. It goes first. To have a strategy for the distribution of news having at your disposal the most attention-getting apps signifies the differences between survival and growth.*

3:30 pm Coffee break

4:00 pm **PANEL DISCUSSION 8: LET'S CONNECT – INNOVATIONS, DIGITAL PRODUCTS AND SERVICES**

*The market is changing and with it business opportunities. The digital world is full of innovations, products and services that could satisfy many of the needs of the media. A space for media representatives and business owners to get together and the latter to show their innovations and respond to the public's questions.*

- *Business owners have the possibility of speaking for 5 minutes about their businesses.*

6:00 pm **CLOSING SESSION: KEY SPEAKER:**

**Subject:** Reason for optimism? How the future of the media is seen

**June 26 – DAY THREE (HALF-DAY SESSION )**

**MORNING**

9:00 am **DDM BOOT CAMP: How to Grow Mobile Ready Revenue with Native Advertising** – Deseret Digital Media (DDM) team

**What:**

High-energy, hands-on, practical training on how to grow a key area of digital and mobile revenue

**From:**

Todd Handy, DDM VP of Advertising Strategy and Performance and Jake Berry, Business Development Manager. Todd and Jake teamed together to launch a new, multi-million local advertising product. Jake led the launch of BrandForge, DDM's native advertising training and support service for local media companies.

**Who:**

Leaders and managers responsible for digital revenue success.

**Value:**

Participants will spend 4 hours engaged in a session of DDM's popular BootCamp series focused specifically on how to develop what DDM calls "Mobile Ready Revenue". Training will include instruction, exercises and case studies on how to:

- 1) organize for digital sales success
- 2) develop the right digital ad product with style guide and decision models
- 3) price native advertising
- 4) package native advertising
- 5) sell native advertising

Participants will receive hands-on, practical training that will require that they engage with the trainers and other participants.

