



**SOCIEDAD INTERAMERICANA DE PRENSA**  
**INTER AMERICAN PRESS ASSOCIATION**  
**SOCIEDADE INTERAMERICANA DE IMPRENSA**

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**PROGRAM**  
**70th General Assembly**  
**Hotel W**  
**Santiago, Chile**  
**October 17-21, 2014**

**Services**

Registration	Studio 1 Room
Exhibit area	Pre-function
Secretariat (Copy machines)	Support Room
Secretariat (Translators)	Studio 5 Room
Press room	Inglés Patio
Coordination room	Studio 4 Room
VIP room	Studio 3 Room(Commercial presentations)
Meeting room	Studio Great Room 1
Seminars	Great Room 1
Committee meetings	Strategy Rooms 1 and 2, Studio 2
Breakfasts	Terraza and Noso Restaurants
Lunches	Great Rooms 2 and 3

- Press room will operate daily from 8:00 a.m. to 10:00 p.m.
- Secretariat will operate daily from 8:00 a.m. to 6:00 p.m.
- Exhibit area will operate daily from 8:00 a.m. to 6:00 p.m.
- IAPA exhibition: Exhibit area

## PROGRAM

### **Friday, October 17 (Regional Press Day)**

(Registration and seminars. Sessions open to all participants)

7:30 a.m. – 10:00 a.m.                    **Breakfast for participants registered at Hotel W**  
Terraza and Noso Restaurants

12:00 – 6:00 p.m.                        **Registration and credentials**

1:30-2:00 p.m.                            **Presentation of IAPA Annual Study of Digital Strategies and Online Advertising**  
The results show details concerning the use of new digital tools to produce quality content the strategies to implement Programmatic Advertising and the use of paid content in developing Native Advertising. Plans to optimize content on mobile devices and the increasing use of videos  
Introduction: **Álvaro Caviedes**, *Copesa*, Santiago, Chile  
**Francisco Vásquez**, Editor & Publisher Research, Atlanta, Georgia; **Adrián Segovia**, GrupoPrisa, Madrid, Spain  
Great Room 1

2:00 p.m. – 3:30 p.m.                    **Seminar # 1:**  
**“Keys for Linking With Local Audiences”**  
The emergence of new technologies has given voice and control to audiences, which now dominate Twitter, Facebook, newspapers, magazines, radio, television and the editorial industry. But at the same time those audiences seek content with which they can identify – opening up new opportunities for regional and local media. The seminar offers us a number of recommendations, proven and successful, to give a new impulse to local media  
Panelists: **Luis Miguel de Bedout**, *El Colombiano*, Medellín, Colombia; **Guillermo Culell**, *Medios Regionales*, Santiago, Chile  
Moderator: **Ricardo Hepp**, National Press Association (ANP), Santiago, Chile  
Introduction: **Álvaro Caviedes**, *Copesa*, Santiago, Chile  
Great Room 1

3:30 p.m. – 4:00 p.m. **Coffee break**  
Pre-function

4:00 p.m. – 5:30 p.m. **Seminar # 2: “Successful Projects in Regional Newspapers”**

Local newspapers are facing very diverse and changing realities, where flexibility and creativity are essential to open up new initiatives. In this session there will be a review of successful development projects at a local and a regional level

Panelists: **José Alfredo Campos Villeda**, *Milenio*, Mexico City, Mexico; **Benjamín Lana**, *Vocento*, Madrid, Spain

Moderator: **Fernán Molinos**, *La Prensa*, Panama City, Panama

Introduction: **Álvaro Caviedes**, *Copesa*, Santiago, Chile

Great Room 1

4:00 p.m. – 5:30 p.m. **Cultural and tourism program**

The best of Santiago. A personal contact with those that have the map of the city’s treasures; the best gastronomic advice, quality shopping, shows, entertainment and tourist attractions of one of the world’s most vibrant cities

Wine-tasting at different times

Panelist: **Carolina Rivera**, Tarapacá Vineyard, Santiago Chile

Studio 3 Room

**Evening Free**

**Saturday, October 18 (Editorial, Digital and Technology Company Day)**

(Seminars and welcoming reception. Sessions open to all participants)

7:30 a.m. – 10:00 a.m. **Breakfast for participants registered at Hotel W**  
Terraza and Noso Restaurants

8:00 a.m. – 6:00 p.m. **Registration and credentials**  
Studio Room 1

9:00 a.m. – 10:30 a.m. **Seminar # 3**  
**“Successful Editorial Projects in Generating New Audiences”**

In Latin America there is a group of media that knew how to find niches of readers and increase their audience through audacious and attractive editorial projects. The magazines *Ñ* in Argentina and *Paula* in Chile are examples of successful projects that have already established a brand recognized in the national and international spheres. This seminar explains how they achieved it

Panelists: **Milena Vodanovic**, *Paula*, Santiago, Chile; **Paula Escobar**, *El Mercurio*, Santiago, Chile  
Moderator: **Guillermo Turner**, *La Tercera*, Santiago, Chile

Introduction: **Juan Pablo Illanes**, *El Mercurio*, Santiago, Chile

Great Room 1

9:00a.m. – 1:00 p.m.

**Program for spouses/companions (see page 16)**

10:30 a.m. – 11:00 a.m.  
Pre-function

**Coffee break**

11:00 a.m. – 12:30 p.m.

**Seminar # 4**

**“Organizing Editorial Management in Difficult Times: The Challenge of Quality and Efficiency”**

The loss of readers and advertising forces companies to rationalize resources and optimize editorial work. It is essential to control the multiple processes and roles that have a part in and positively influence the quality of content. The seminar offers recommendations for improving editorial processes in an environment where convergence and multimedia predominate

**Presentation 1:**

**“Flexible, Small and Horizontal Organization: The Newsroom of the Future”**

**Mario Tascón**, *Poderoso Volcán*, Madrid, Spain

**Presentation 2:**

**“Efficient Models to Make the Digital Channel Profitable”**

**James Mann**, *Financial Times*, London, United Kingdom

Moderator: **Rosental Alves**, University of Texas, Austin, Texas

Introduction: **Juan Pablo Illanes**, *El Mercurio*, Santiago, Chile

Great Room 1

12:30 p.m. – 2:30 p.m.

### **Lunch**

**Speaker: Jeff Jonas**, IBM Armonk, N.Y.

Fantasy Analytics. There are some crazy ideas floating around about what can be predicted from a pile of data. In many cases organizations have analytic expectations that are dreamy. So dreamy ... you just have to say “you are dreaming!” In this deep dive session I will discuss how I assess what is possible versus what is simply fantasy analytics. And when the answer is “your business mission simply does not have a sufficient observation space” I’ll discuss strategies I use to close this gap between dreams and reality

Presents: **María Catalina Saieh**, *Copesa*,  
Santiago, Chile

Presentation and Q&A session

Great Rooms 2 and 3

2:30 p.m. – 4:00 p.m.

### **Seminar # 5:**

#### **“From Digital to Mobile”**

The mobile is being consolidated as the main information medium, conditioning the manner in which media conceive and design their news. The sale of smart phones is growing exponentially, leaving computers and tablets behind. The seminar underscores the importance of this medium and what is the trend for its use in the future

Panelists: **David Ho**, *The Wall Street Journal*, New York, N.Y.; **Ediana A. Balleroni**,

TelefónicaHispanoamerica, Lima, Peru

Moderator: **Adrián Segovia**, Grupo Prisa, Madrid, Spain

Introduction: **José Antonio Ferris**, Copesa, Santiago, Chile

Great Room 1

3:30 p.m.

### **Program for Spouses/Companions (see page 16)**

4:00 p.m. – 4:30 p.m.

### **Coffee break**

Pre-function

4:30 p.m. – 5:30 p.m.

### **Seminar # 6**

#### **“Audience: More Readers or Better Readers?”**

The suitable combination of quantity and quality is always a dilemma. Companies have the need to

obtain ever more readers but also to keep them. But if the news product is not attractive and of good quality the newly-arrived tend to disappear. The seminar will demonstrate choices for facing this dilemma

**Presentation 1:**

**“New Tools for Extracting Useful Information from Available Data”**

**Matt Lindsay**, Mather Economics, Atlanta, Georgia

**Presentation 2:**

**“Management of Information for Editorial Decisions”**

**Gabriella Stern**, Dow Jones & Company, New York, N.Y.

**Presentation 3:**

**“The News Gap” The Differences between the Information Preferences of the Media and the Public**

**Pablo J. Boczkowski**, Northwestern University, Evanston, Illinois

Moderator: **José Antonio Ferris**, *Copesa*, Santiago, Chile

Great Room 1

7:00 p.m. – 9:00 p.m.

**Welcoming reception – Cocktails/Buffer**

**Welcoming remarks: María Catalina Saieh**, *Copesa*, Santiago, Chile

**660Arts Center (CA660)**

The 660 Arts Center is a cultural center that includes a theater, a museum and a special section dedicated to the work of famous Chilean painter Roberto Matta.

Tour of the exhibit of “La Fuerza de la Materia” by Joan Miró followed by a performance by the Chilean National Ballet of “Alice”

(Buses depart from Hotel W at 6:30 p.m. and return at 10:00 p.m.)

**Sunday, October 19 (Press Freedom Day)**

(Committee on Freedom of the Press and Information. Sessions open to all participants. The Committee receives Country-by-Country reports)

7:30 a.m. – 10:00 a.m.

**Breakfast for participants registered at Hotel W**

Terraza and Noso Restaurants

8:00 a.m. – 9:00 a.m.

**Breakfast meeting to welcome new members and first-time participants**

New Members Orientation Sub-Committee

**Cristina Aby-Azar**, *The Wall Street Journal*, New York, N.Y.; **Gilberto Urdaneta**, *El Regional del Zulia*, Ciudad Ojeda, Venezuela  
Studio Room 2

8:00 a.m. – 6:00 p.m.

**Registration and credentials**

Studio Room 1

9:00 a.m. – 11:00 a.m.

**Committee on Freedom of the Press and Information**

**Opening of sessions by IAPA President Elizabeth Ballantine**, *The Durango Herald*, Durango, Colorado

**Appointments to sub-committees**

**Presentation by the Chairman of the Committee on Freedom of the Press and Information, Claudio Paolillo**, *Búsqueda*, Montevideo, Uruguay

**Press Freedom Panel Discussion**

**"The Office of Rapporteur for Freedom of Expression"**

The IACHR Office of Special Rapporteur for Freedom of Expression was set up in 1998 with the mandate to protect and promote the right to freedom of thought and of expression in the Americas. It is within its functions to watch for and denounce abuses of freedom of expression, the promotion of laws that ratify the exercise of this right and the drafting of detailed reports on its performance in the hemisphere. Those who have occupied the role of Special Rapporteur, from Santiago Canton, the first, to Catalina Botero, who held it until this year, were the target of governments that felt uncomfortable with the results of their investigations. The Office of Special Rapporteur has become one of the most critical entities and most attacked by those who do not respect this fundamental human right

Panelists: **Catalina Botero**, former OAS Rapporteur, Washington, D.C.; **José Miguel Vivanco**, Human Rights Watch, Washington, D.C.

Moderator: **Claudio Paolillo**, *Búsqueda*, Montevideo, Uruguay

Great Room 1

- 9:00 a.m. – 4:00 p.m.                   **Elections for Board of Directors**  
Pre-function
- 11:00 a.m. – 11:30 a.m.  
Pre-function                               **Coffee break**
- 11:30 a.m. – 1:00 p.m.  
  
Great Room 1                               **Committee on Freedom of the Press and Information**  
– Country-by-Country Reports
- 1:30 p.m. – 2:30 p.m.                   **Lunch**  
**Speech by Álvaro Vargas Llosa “Challenges of the Press in the Hemisphere”**  
Introduction: **Juan Jaime Díaz**, *El Mercurio*, Santiago, Chile
- Presentation of IAPA Presidential Award**  
Presents: **Elizabeth Ballantine**, *The Durango Herald*, Durango, Colorado
- Great Rooms 2 and 3
- 3:00 p.m. – 5:30 p.m.                   **Committee on Freedom of the Press and Information**  
**Press Freedom Panel Discussion:**  
**“What Democracy Are We speaking About In Latin America? InThe Light of Freedom of Expression?”**  
The degree of freedom of expression and of the press is proportional to the degree of democracy achieved in a country. In the light of current experience it could be inferred that there are not many countries where citizens can enjoy these essential rights to express their opinions, participate and vote without fear of suffering reprisals  
Renowned media editors and publishers of the United States and Latin America give their vision on Latin America and how the governments relate to new media  
Panelists:**Mary O´Grady**, *The Wall Street Journal*, New York, N.Y.; **Joaquín Morales Solá**, *La Nación*, Buenos Aires, Argentina; **Genaro Arriagada**, formerMinister of State and member of the National Television Council, Santiago, Chile



Moderator: **Gustavo Mohme**, *La República*, Lima, Peru  
Great Room 1

**Presentation of a comparative study of law that restrict press freedom**

– Continuation of Country-by-Country Reports  
Great Room 1

7:00 p.m.

**Reception and dinner**

Tarapacá Vineyard  
Alfredo Moreno horse show  
Tour of the Vineyard with tasting  
Dinner under canvas  
Palmas de Peñaflores Equestrian Team  
Juvenile Orchestra of Chile  
Host: **José Luis Parra**, *El Mercurio*, Santiago, Chile  
(Buses depart from the Hotel W lobby at 5:30 p.m. and return at 11:00 p.m.)

**Monday, October 20 (Opening ceremony)**

(Sessions open to all participants)

7:30 a.m. – 10:00 a.m.      **Breakfast for participants registered at Hotel W**  
Terraza and Noso Restaurants

8:00 – 8:30 a.m.      **Buses depart from the Hotel lobby to the ECLAC**

8:00 a.m. – 6:00 p.m.      **Registration and credentials**  
Studio Room 1

9:00 a.m. – 10:30 a.m.      **Board of Directors of the IAPA, IAPA Press Institute and Scholarship Fund**  
**(The Board of Directors sessions are open to all participants)**

- Roll call by IAPA Secretary **Bartolomé Mitre**, *La Nación*, Buenos Aires, Argentina
- General report by IAPA President **Elizabeth Ballantine**, *The Durango Herald*, Durango, Colorado
- Report by Executive Committee Chairman **Jorge Canahuati**, *La Prensa*, San Pedro Sula, Honduras
- Report by IAPA Press Institute Board of Governors Chairman **Fernán Molinos**, *La Prensa*, Panama City, Panama

- Report by IAPA Scholarship Fund Board of Governors **Ernesto Kraiselburd**, *El Día*, La Plata, Argentina
- Report by Chapultepec Committee Chairman **José Roberto Dutriz**, *La Prensa Gráfica*, San Salvador, El Salvador
- Financial report by Finance, Audit and Fundraising Committee Chairman **Juan Luis Correa**, *La Estrella, El Siglo*, Panama City, Panama
- Report by International Affairs Committee
- Report by Strategic Development and Communications Committee Chair **María Elvira Domínguez**, *El País*, Cali, Colombia, and Support Committee Chairman **Miguel Enrique Otero**, *El Nacional*, Caracas, Venezuela
- Management report by IAPA Executive Director **Julio E. Muñoz**, Miami, Florida
- Report by Membership Committee Chairman **Ed McCullough**, *Associated Press*, Miami, Florida
- Report of Impunity Committee, **Roberto Rock**, Mexico City, Mexico
- Report by Legal Affairs Committee Chairman **Asdrúbal Aguiar**, *El Impulso*, Barquisimeto, Venezuela

Raúl Prebisch Room (ECLAC)

10:30 a.m. – 11:30 a.m.

**Conference: “20 Years of the Declaration of Chapultepec”**

When the Declaration of Chapultepec was signed in 1994 nobody envisioned that two decades later there would continue to be problems against press freedom. The socio-political context has changed but the issues are the same, thus the ongoing vigilance of a document that defends and promotes universal and timeless values

IAPA President **Elizabeth Ballantine**

“Freedom of Expression and Its Challenges in Our Americas”

“Challenges to Freedom of Expression in Today’s Society”, **Heraldo Muñoz**, Chilean Foreign Affairs Minister

Raúl Prebisch Room (ECLAC)

- 11:30 a.m. – 12:00 noon **Coffee break**  
Second Floor Hall (ECLAC)
- 12:00 – 1:00 p.m. **Official opening ceremony of the 70th IAPA General Assembly**  
Welcoming remarks by **Alicia Bárcena Ibarra**, ECLAC Executive Secretary  
Report by IAPA President **Elizabeth Ballantine**, *The Durango Herald*, Durango, Colorado  
Chilean President **Michelle Bachelet** has been invited  
Raúl Prebisch Room (ECLAC)
- 1:00 p.m. **Buses depart from ECLAC for Hotel W**
- 1:30 p.m. – 2:30 p.m. **Lunch**  
Video conference **Claudio Grossman**, American University, Washington, DC  
“Freedom of Expression within the framework of the Inter-American System”  
  
Presentation of the book by former IAPA president **Jorge E. Fascetto**  
Great Rooms 2 and 3
- 3:00 p.m. – 4:30 p.m. **Panel Discussion: “Editorial Responsibility and Standards as Counterweight of Freedom of Expression”**  
For the news media freedom of expression and of the press is not only a right but an obligation. Not only do they have the responsibility to practice it, defend it and promote it but in addition to empower members of the public to practice it. Procurement of the best editorial standards, linked to the quality of content, is part of the appropriate response  
Panelists: **Carlos Alberto Di Franco**, Instituto Internacional de Ciências Sociais (IICS), São Paulo, Brazil; **Alejandro Santos**, *Semana*, Bogotá, Colombia  
Moderator: **Álvaro Fernández**, *El Mercurio*, Santiago, Chile  
Introduction: **José Luis Parra**, *El Mercurio*, Santiago, Chile  
Great Room 1
- 3:30 p.m. – 5:30 p.m. **Program for spouses/companions (see page 16)**

4:30 p.m. – 5:30 p.m.

**Panel Discussion: “Young People and the New Tools for Communication and Investigative Reporting”**

The technologies applied to the digital world have not ceased to evolve, remaining under permanent development and innovation. This has not only brought a change in format for the delivery of news but has opened up a world of new demands and possibilities both in the dissemination of content and in journalistic investigation. All this indicates that it is a trend that will deepen with time, making it imperative to know and apply the new technological tools to drive successful media both journalistically and commercially. In Chile we will have young experts in the development of digital tools who will show what they are, what opportunities they offer and where the latest technologies will be going, all focused on news media

Panelists: **José Tomás Daire**, Hop in, Santiago, Chile;  
**David Cohn**, former head *Circa*content, Berkeley, San Francisco

Moderator: **Paula Molina**, Radio Cooperativa, BBC Mundo, Santiago, Chile

Introduction: **Marco Antonio González**, *Copesa*, Santiago, Chile  
Great Room 1

7:00 p.m.

**Reception and cocktail  
Presentation of IAPA Excellence in Journalism Awards  
Las Condes Municipal Theater**

Farewell remarks, **Julio E. Muñoz**, Executive Director, Miami, Florida

Chilean party with the participation of the Chilean Folkloric Ballet (BAFOCHI)

Cocktails

(Guests will be able to walk there. The theater is located approximately two blocks from the hotel on Apoquindo Ave. 3300)

**Tuesday, October 21 (Closing Ceremony and Conclusions)**

(Sessions open to all participants)

7:30 a.m. – 10:00 a.m.

**Breakfast for participants registered at Hotel W**

Terraza and Noso Restaurants

8:00 a.m. – 6:00 p.m.	<b>Registration and credentials</b> Studio Room 1
9:00 a.m. – 10:30 a.m.	<b>70th General Assembly Committee on Freedom of the Press and Information</b> Approval of Country-by-Country Reports, Conclusions and Resolutions Great Room 1
10:30 a.m. – 11:00 a.m. Pre-function	<b>Coffee break</b>
11:00 a.m. – 12:00 p.m.  Great Room 1	<b>70th General Assembly</b> Continuation of approval of Country-by-Country Reports, Conclusions and Resolutions
12:00 – 1:00 p.m.  Great Room1	<b>70th General Assembly</b> <b>Results of elections of directors</b> <b>Report of Elections Committee</b> <b>Election of officers and Executive Committee members for 2014-2015</b> <b>Report of Nominations Committee Chairman</b> <b>Jaime Mantilla, Hoy, Quito, Ecuador</b> <b>Report on Future Sites</b>  <b>Any Other Business</b>
1:00 p.m. – 2:30 p.m.	<b>Lunch and Closing Ceremony</b> Speech by the new IAPA President Great Rooms 2 and 3

## COMMITTEE MEETINGS

(The meetings of committees are reserved exclusively for their members)

### Friday, October 17

8:30 a.m. – 9:30 a.m.	<b>Finance, Audit and Fundraising Committee meeting</b> Chairman <b>Juan Luis Correa, La Estrella, El Siglo,</b> Panama City, Panama
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Strategy Room 1

10:00 a.m. – 1:30 p.m.

**Executive Committee and Advisory Council meeting**

Chairman **Jorge Canahuati**, *La Prensa*, San Pedro Sula, Honduras  
Studio Room 2

1:30 p.m. – 2:30 p.m.  
Studio Room 2

**Executive Committee and Advisory Council Lunch**

2:30 p.m. – 4:30 p.m.  
Studio Room 2

**Continuation of Executive Committee and Advisory Council meeting**

5:00 p.m.

**Meeting of the Committee on Freedom of the Press and Information and of the Resolutions Committee**

Chairman **Claudio Paolillo**, *Búsqueda*, Montevideo, Uruguay  
Studio Room 2

5:30 p.m.

**Awards Committee meeting**

Chairman **Francisco Miró Quesada**, *El Comercio*, Lima, Peru  
Strategy Room 2

5:30 p.m.

**Meeting of the Latin American Council on Accreditation of Schools of Journalism (CLAEP),**

Chairman **Tony Pederson**, Southern Methodist University, Dallas, Texas  
Strategy Room 1

8:00 p.m.

**Dinner sponsored by the Host Committee for the Executive Committee and Advisory Council**  
**Location: El Mercurionewspaper**

(Buses depart from hotel lobby at 7:00 p.m. and return at 10:30 p.m.)

**Saturday, October 18**

8:00 a.m.

**Meeting of national press associations**

**IAPA President Elizabeth Ballantine**, *The Durango Herald*, Durango, Colorado

Presentation by:  
Studio Room 2

- 10:30 a.m. **Strategic Development and Communications Committee meeting**  
Chair **María Elvira Domínguez**, *El País*, Cali, Colombia
- Meeting of Press Freedom Support Committee**  
Chairman **Miguel Enrique Otero**, *El Nacional*, Caracas, Venezuela  
Studio Room 2
- 2:30 p.m. **Membership Committee meeting**  
Chairman **Ed McCullough**, *Associated Press*, Miami, Florida  
Strategy Room 2
- 4:30 p.m. **Legal Affairs Committee meeting**  
Chairman **Asdrúbal Aguiar**, *El Impulso*, Barquisimeto, Venezuela  
Strategy Room 2
- 4:30 p.m. **Nominations Committee meeting**  
Chairman **Jaime Mantilla**, *Hoy*, Quito, Ecuador  
Strategy Room 1
- 4:30 p.m. **Impunity Committee meeting**  
**Roberto Rock**, Mexico City, Mexico  
Studio Room 2
- 5:30 p.m. **Meeting of the IAPA Press Institute Board of Governors**  
Chairman **Fernán Molinos**, *La Prensa*, Panama City, Panama  
Strategy Room 2

**Monday, October 20**

- 5:30 p.m. **Meeting of the IAPA Scholarship Fund Board of Governors**  
Vice Chairman **Ernesto Kraiselburd**, *El Día*, La Plata, Argentina  
Strategy Room 1
- 5:30 p.m. **Meeting of the Chapultepec Committee**  
Chairman **José Roberto Dutriz**, *La Prensa Gráfica*, San Salvador, El Salvador

Studio Room2

**Tuesday, October 21**

8:00 a.m.

**Meeting of the Chapultepec Grand Prize  
Adjudication Panel**

Chairman **Francisco Miró Quesada**, *El Comercio*,  
Lima, Peru  
Studio Room2

4:00 p.m.

**Annual Plan  
Meeting of 2014-2015 Committee Chairmen  
Gustavo Mohme**, *La Republica*, Lima, Peru  
StudioRoom2

**Program for Spouses/Companions**

**Saturday, October 18 9:00 a.m. – 1:00 p.m. and 3:30 p.m.**

**Monday, October 20 3:30 p.m. – 5:30 p.m.**

**Alternative 1**

**Tour of Santiago**

Tour of Santiago's main tourist attractions: Plaza de Armas square, Santiago Cathedral, San Francisco Church, Pre-Columbian Museum

**Alternative 2**

**Visit to Neruda's home and Paseo Los Dominicos promenade**

Guided tour of the Chascona, one of the three homes that were owned by Chilean poet and Nobel Literature Prize winner Pablo Neruda and then to a small town where Chilean handicrafts are on display  
Buses depart from Hotel W at 9:00 a.m. sharp, for which you are asked to be there 10 minutes earlier  
The return is scheduled for 1:00 p.m.

**Alternative 3**

**Shopping tour**

You will be taken to one of Santiago's largest shopping centers, the Parque Arauco Mall (approx. 2 hours). We will then visit the Alonso de Córdova area, site of exclusive stores.



Buses depart from Hotel W at 10:00 a.m. sharp, for which you are asked to be there 10 minutes earlier. The return is scheduled for 1:30 p.m.

3:30 p.m.(Saturday)

**Shopping tour in ParqueArauco Mall**

You will be taken to one of Santiago's largest shopping centers, the ParqueArauco Mall (approx. 2 hours). Bus departs from Hotel W at 3:30 p.m. and returns at 6:00 p.m.