Preliminary Program
78 General Assembly
Madrid, Spain
October 27-30, 2022
Link to assembly registration

Wednesday, October 26
IE University - SIP Conference
IE Tower. 24th and 25th floors
P. de la Castellana, 259E, 28046
Link to registration for this event
(Free for participants in the 78th General Assembly)

11:00 a.m. - 12:00 p.m. "The media today: rethinking the value proposition". Professor Enrique Dans

12:00 - 12:20 p.m. Info Veritas presentation.

12:20 - 12:45 p.m. Coffee break

12:45 - 1:45 p.m. The platformization of the economy: impact on the media industry and new opportunities.

Thursday, October 27
Meliá Castilla Hotel
El Prado Hall
Sessions open to all participants

8:00 a.m. - 5:00 p.m. Registration and credentials. Falla Hall
9:00 - 10:15 a.m.  "The challenges of journalism in the era of Data". **Alejandro Lorenzo Edreida**, CEO, Protecmedia; **Aida Medéz**, director GFK DAM; **Roberto Álvarez**, CDO and CIO, **Prensa Ibérica**, Spain and **Vicente Ruiz Gómez**, deputy director, **El Mundo**, Spain.


10:35 - 11:25 a.m.  "How data can powerfully transform the work dynamics of the editorial team for better results". Panel organized by Marfeel.


1:45 - 3:15 p.m.  Lunch. Hidalgo Room. *Courtesy of Agence France Presse, AFP*.

3:15 - 4:15 p.m.  Official Inauguration. **Jorge Cahanuati**, IAPA President, **Gabriela Cañas**, President of Agencia EFE and a representative of the Government of Spain. Message from the Minister of Foreign Affairs, European Union and Cooperation of Spain,
José Manuel Albares. Message from Tawfik Jelassi, Assistant Director General of UNESCO.

4:15 - 5:00 p.m. "Neighboring rights and a successful agreement with platforms on content". Fabrice Fries, President of Agence France Presse, AFP.

5:00 - 5:30 p.m. Coffee break. Courtesy of Latin Press.

5:30 - 6:30 p.m. "Journalism in Spanish, opportunities and challenges in the Digital Era". Gabriela Cañas, president, Agencia EFE; Ignacio Escolar, director, elDiario.es, Spain.

8:00 p.m. Cocktail reception and welcome dinner, courtesy of Agencia EFE - Hipódromo de la Zarzuela. (Buses will depart at 7:30 p.m. from the hotel).

Friday, October 28
El Prado Hall
Sessions open to all participants

8:00 a.m. - 5:00 p.m. Registration and credentials. Falla Hall

9:00 - 9:45 a.m. Opening of sessions of the Committee on Freedom of the Press and Information. Jorge Canahuati, IAPA President; Carlos Jornet, Chairman of the Committee. Special guest: Renata Holmann, daughter of Juan Lorenzo Holmann, in prison.

9:45 - 10:45 a.m. "For every blow to press freedom, a new defender". Néstor Arce, Divergentes, Nicaragua; Gabriela Cáceres, El Faro, El Salvador; Yadiris Luis Fuentes, Eltoque.com and ADN, Cuba and Alonso Moleiro, contributor to various media and El País,
Venezuela. Moderators: Carlos Jornet, IAPA; Alfonso Bauluz, president of Reporters Without Borders, RSF, Spain.

10:45 - 11:00 a.m. Coffee break. Courtesy of The Associated Press, AP.

11:00 - 12:00 p.m. Regional Vice Presidents of Press Freedom.

12:00 - 1:30 p.m. Regional Vice Presidents of Press Freedom.

1:30 - 3:00 p.m. Lunch. Castilla Hall. Courtesy of Televisa.

3:15 - 4:15 p.m. Journalism in an increasingly difficult environment: A conversation with A.G. Sulzberger by Michael Greenspon, Senior Vice President, IAPA.

4:15 - 4:45 p.m. Coffee break. Courtesy of The Associated Press, AP.

4:45 - 5:15 p.m. “How the Content Authenticity Initiative combats digital misinformation.” Santiago Lyon, Director of Advocacy and Education, Content Authenticity Initiative, New York, USA.

5:15 - 6:15 p.m. Presentation of the new Chapultepec Index ranking on press freedom. Carlos Jornet and León Hernández, Argelia Perozo, UCAB, Venezuela.

6:30 - 8:00 p.m. IAPA Awards for Excellence in Journalism. Leonor Mulero, President of the Awards Committee. Remarks by Candelas Martín de Cabiedes, Europa Press.
8:00 - 10:30 p.m. Reception and dinner with flamenco show. Castilla Hall. *Courtesy of Europa Press*. Remarks by *Asís Martín de Cabiedes*, President of Europa Press.

**Saturday, October 29**

**El Prado Hall**

*Sessions open to all participants*

8:00 a.m. - 5:00 p.m. Registration and credentials. Falla Hall

9:00 - 10:30 a.m. Board of Directors meeting. *Gabriela Vivanco*, IAPA Secretary.

10:30 - 11:00 Coffee break. *Courtesy of Infobae.*

11:00 - 11:45 a.m. "*Our fight for fair, reasonable, universal and equitable remuneration*. *Jorge Canahuati, Roberto Rock, Carlos Jornet*, and *Danilo Arbilla*.

11:45 a.m. - 12:45 p.m. Interview with director of *El País*, *Pepa Bueno* by *Borja Echevarría*, executive editor, *El País*.

Moderator: *Andrea Fornes*, Director of News Product Alliances, Google Latin America.

1:45 - 3:15 p.m. Lunch. Castilla Room. *Courtesy of TV Azteca*, Mexico.

3:15 - 4:30 p.m. "*Keep the Media Business Running: Media Viability in the Digital Age.*" *Guy Berger*, senior consultant,
UNESCO; Zoé Titus, president of the Global Forum for Media Development. Moderator: Ana Cristina Ruelas, Senior Programme Specialist, UNESCO.

4:30 - 5:00 p.m. Coffee break. Courtesy of Infobae.

5:00 - 6:15 p.m. "Update on the conditions of commercial use of editorial content in the European Union and the Americas". Angela Mills-Wade, executive director, European Publishers Council; Aurore Raoux, News Media Europe; Danielle Coffey, News Media Alliance, United States and Paul Deegan, News Media Canada. Moderator: Florian Nehm, Axel Springer, Germany.

8:30 p.m. Dinner at the Reina Sofia National Museum. Private tour of Guernica. Courtesy of ProtecMedia. (Buses will leave at 8:00 p.m. from the hotel).

**Sunday, October 30**

**El Prado Room**

*Sessions open to all participants*

8:00 a.m. - 3:00 p.m. Registration and credentials. Falla Room

9:00 - 10:30 a.m. Approval of reports, resolutions and conclusions. Appointment of the new authorities and members of the IAPA Board of Directors.

10:30 - 11:15 a.m. *What can the media learn from other sectors in times of social change, economic uncertainty and digital transformation?*. Mario Tascón, Poderoso Volcán, Spain.

11:45 a.m. - 12:45 p.m. "Challenges about the World Cup in Qatar". Representatives of sports media. Representatives of AS, Marca.

12:45 - 1:00 p.m. “A new unmined GOLD market is born”. Héctor Oscar Casas, CEO and founder of Aurum Ltd., Malaga, Spain.

1:00 - 2:00 p.m. Geopolitical Panel. Andrea Rizzi, Global Correspondent for El País.

2:00 - 2:45 p.m. "The future of media may be in the past”. David González Torres, founder and director of Red de Periodistas, Madrid, Spain.

2:45 - 3:15 p.m. Closing Ceremony of the 78th General Assembly and transition of the IAPA presidency.

3:15 - 5:15 p.m. Closing luncheon. Castilla Hall.