



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.	<i>"The media today: rethinking the value proposition". Professor Enrique Dans</i>
12:00 - 12:20 p.m.	<i>Info Veritas presentation.</i>
12:20 - 12:45 p.m.	Coffee break
12:45 - 1:45 p.m.	<i>The platformization of the economy: impact on the media industry and new opportunities.</i> Professor Ricardo Pérez
2:00 - 3:45 p.m.	Coffee break
3:45 - 4:15 p.m.	<i>"European Tech Insights del IE Center for the Governance of Change". IE University's Center for the Governance of Change analyzes the challenges and opportunities posed by digital transformation in Europe.</i>

Thursday, October 27

Meliá Castilla Hotel

El Prado Room

Sessions open to all participants

- 8:00 a.m. - 5:00 p.m. Registration and credentials. Falla Room
- 9:00 - 10:15 a.m. *"The challenges of journalism in the era of Data"*.
Roberto Álvarez, CDO and CIO, *Prensa Ibérica*, Spain; **Vicente Ruiz Gómez**, deputy director, *El Mundo*, Spain and **Carlos Jornet**, journalistic director, *La Voz del Interior*, Argentina.
Moderators: **Alejandro Lorenzo Edreida**, CEO, Protecmedia; **Aida Medéz**, director GFK DAM.
- 10:15 - 10:35 a.m. Coffee break. *Courtesy of Latin Press.*
- 10:35 - 11:25 a.m. *"How El Confidencial used data culture as a universal language to align the entire organization"*. **Alejandro Laso**, CEO of *El Confidencial*, Spain, & Marfeel.
- 11:25 a.m. - 12:45 p.m. *"The battle for readers' attention in an environment of information overabundance"*.
Daniela Mendizabal, digital director Grupo Multimedios, *Milenio*, Mexico; **Estefanía Nicolas**, Digital Strategy Director, *Diario de Navarra*; **Javier Martínez**, *La Vanguardia*, Spain and **Miguel Madrid**, CDO of *Henneo Group*. Moderator: **David Sancha**, CIO, Xalok, Zaragoza, Spain.
- 12:45 - 1:45 p.m. *"Freedom of the press and new business values in a Democracy"*. **Javier Cremades**, President, World Association of Jurists; **Manuel Aragón Reyes**, Magistrate Emeritus, Constitutional Court of Spain; **Juan Luis Cebrián**, International Advisor to the World Law Foundation and Honorary

President of the newspaper *El País*. Moderator: **Candelas Martín de Cabiedes**, Director of Business Development, *Europa Press*.

1:45 - 3:15 p.m.

Lunch. Hidalgo Room. *Courtesy of TV Azteca*

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.

Interview with director of *El País*, **Pepa Bueno** by **Borja Echevarría**, executive editor, *El País*.

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; **Leonor Mulero**, *El Nuevo Día*, San Juan, Puerto Rico. Moderator: **Fernán Saguier**, Publisher, *La Nación*, Argentina.

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.*
- 3:00 - 4:00 p.m. *Journalism in an increasingly difficult environment: A conversation with A.G. Sulzberger* by **Michael Greenspon**, Senior Vice President, IAPA.
- 4:00 - 4:30 p.m. Coffee break. *Courtesy of The Associated Press, AP.*
- 4:30 - 5:00. p.m. *"How the Content Authenticity Initiative combats digital misinformation."* **Santiago Lyon**, Director of Advocacy and Education, Content Authenticity Initiative, New York, USA.

- 5:00 - 6:15 p.m. Presentation of the new Chapultepec Index ranking on press freedom. **Carlos Jornet** and **León Hernández, Argelia Perozo**, UCAB, Venezuela.
- 6:15 - 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. *"Neighboring rights and a successful agreement with platforms on content"*. **Fabrice Fries**, President of *Agence France Presse, AFP*.

- 12:45- 1:45 p.m. *"The positive impact of News Showcase for the media industry"*. **Javier Opy Morales**, Infobae, Argentina; **Ana Ormaechea**, Chief Digital Officer, Prisa Radio, Spain; **Camila Marques**, Digital and Audience Editor, *Folha de Sao Paulo*, Brazil and **Werner Zitzmann**, executive director, AMI, Colombia. Moderator: **Andrea Fornes**, Director of News Product Alliances, Google Latin America.
- 1:45 - 3:15 p.m. Lunch. Castilla Room. *Courtesy of Agence France Presse, AFP*
- 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 and **Roberto Rock**, *La Silla Rota*, México. 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. Presenter: **Adriana Guzmán**, La Sabana University, Colombia.*
- 11:15 - 11:45 a.m. Coffee break. *Courtesy of Hermanos Castillo.*
- 11:45 a.m. - 12:45 p.m. *"The Qatar World Cup: the transformation of soccer and the sports press". **Juan Ignacio Gallardo**, publisher of *Marca* and **Vicente Jiménez Navas**, publisher of *AS*, Madrid, Spain.*
- 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. *"The influence of world geopolitics on journalistic practice." **Fernando de Yarza Lopez-Madrado**, President of the World Association of News Publishers, WAN-Ifra; **Bieito Rubido**, director of the digital newspaper *El Debate*, Spain; **Jose Manuel Huesa**, miembro de la Junta Directiva de Club Abierto de Editores (CLABE), España.*
- 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. Presenter: **Leon Salazar Arrieta**, *LatinPress*, Miami, Florida.

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.