



## 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".</i> Professor <b>Enrique Dans</b>
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 <b>Ricardo Pérez</b>
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".</i> IE University's Center for the Governance of Change analyzes the challenges

and opportunities posed by digital transformation in Europe.

**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**, executive editor, *La Voz del Interior*, Argentina. Moderators:  
**Alejandro Lorenzo Edreida**, CEO, Protecmedia;  
**Aida Medéz**, director GFK DAM, Spain.

10:15 - 10:55 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.

10:55 - 11:20 a.m.

Coffee break. *Courtesy of Latin Press.*

11:20 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*, Spain; **Javier Martínez**, *La Vanguardia*, Spain and **Miguel Madrid**, CDO of *Henneo Group*, Spain. Moderator:  
**David Sancha**, CIO, Xalok, Zaragoza, Spain.

12:45 – 2:00 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*.

2:00 - 3:139 p.m.

Lunch. Hidalgo Room. *Courtesy of TV Azteca*

3:30 - 4:15 p.m.

Official Inauguration. **Jorge Cahanuati**, IAPA President and **Gabriela Cañas**, *Agencia EFE* President. Message from the Minister of Foreign Affairs, European Union and Cooperation of Spain, **José Manuel Albares**. Message from **Tawfik Jelassi**, Assistant General Director of UNESCO.

4:15 - 4:45 p.m.

Coffee break. *Courtesy of Latin Press*.

4:45 - 5:45 p.m.

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

5:45 - 6:45 p.m.

"*Journalism in Spanish, opportunities and challenges in the Digital Era*". **Gabriela Cañas**, *Agencia EFE* president; **Ignacio Escolar**, Director, *elDiario.es*, Spain; **Leonor Mulero**, Opinion Editor, *El Nuevo Día*, San Juan, Puerto Rico. Moderator: **Fernán Saguier**, Executive Editor, *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 **Venezuela, Perú, Guatemala** and others.
- 12:00 - 1:30 p.m. Regional Vice Presidents of Press Freedom **Ecuador, México, Colombia, Argentina** and others.
- 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**,*

Publisher of *The New York Times* by **Michael Greenspon**, First 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 **Armando Castilla**, IAPA; **León Hernández** and **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**, Business Development Director, *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. - 12:30 p.m. "*Neighboring rights and a successful agreement with platforms on content*". **Fabrice Fries**, President of *Agence France Presse, AFP*.
- 12:30- 1:30 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.
- 1:30 - 3:00 p.m. Lunch. Castilla Room. *Courtesy of Agence France Presse, AFP*
- 3:00 - 4:15 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; **Michel Sabbagh**, Director General, Broadcasting, Copyright and Creative, Canadian Heritage and **Roberto Rock**, *La Silla Rota*, México. Moderator: **Ana Cristina Ruelas**, Senior Programme Specialist, UNESCO.
- 4:15 - 4:45 p.m. Coffee break. *Courtesy of Infobae.*
- 4:45 - 6:00 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**, EU Policy Manager, News Media Europe; **Danielle Coffey**, Executive Vice-President, News Media Alliance, United States and **Paul Deegan**, President & CEO, 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. - 12:35 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. Moderator:

**Erenesto Kraiselburd**, Digital Director, *El Día*, Argentina.

12:35 - 1:00 p.m.

*"A new unmined GOLD market is born"*. **Héctor Oscar Casas**, CEO and founder of Aurum Ltd., Malaga, Spain.

1:00 - 2:10 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; **Irene Lanzaco**, Executive Director, Spain's Association of News Media AMI; **Bieito Rubido**, director of the digital newspaper *El Debate*, Spain; **José Manuel Huesa**, member, Board of Directors, Publishers' Open Club - CLABE Spain. Moderator: **Miguel Enrique Otero**, publisher of *El Nacional*, Venezuela.

2:10 - 2:45 p.m.

*"The future of media may be in the past"*. **David González Torres**, Founder and Director of *Red de Periodistas* (Journalists Network), Madrid, Spain. Presenter: **León Salazar Arrieta**, *LatinPress*, Miami, Florida.

2:45 - 3:15 p.m.

Closing Ceremony of the 78th General Assembly and transition of the IAPA Presidency: **Jorge Canahuati-Michael Greenspon**.

3:15 - 5:15 p.m.

Closing luncheon. Castilla Hall.