

## SIPConnect 2023 Preliminary Agenda

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#### **Tuesday July 18th**

**2:30 – 5:00 p.m. *Workshop #Digital Product.* Limited space and only in Spanish.**

*An opportunity to review the products and improve the performance that each medium has in the digital environment.*

- \* Understanding the digital business
- \* Strategy and DNA
- \* Sustainability and MVP
- \* Ways to generate new revenues
- \* Multiplatform and Multicontents
- \* Artificial Intelligence and Natural Intelligence

**Eduardo Tessler**, consultor internacional de medios, Midiamundo, Porto Alegre, Brazil.

#### **Wednesday July 19th**

**9:30 a.m. *Opening and welcome.***

**Ernesto Kraiselburd**, IAPA Press Institute President, *El Día*, La Plata, Argentina and **Ricardo Trotti**, IAPA executive director.

**9:45 – 11:00 a.m. *Keynote Speakers. Forum with participants.***

- ***Journalism and the profound transformation of the Internet.***

**Daniel Hadad**, founder and CEO, *Infobae*, Buenos Aires, Argentina.

- ***Local Journalism 3.0***

**Guy Tasaka**, *Editor & Publisher*, Portland, Oregon.

**11:00 – 12:00 p.m. *Sponsored/branded content for new ad revenue.***

**Julia Campbell**, director of Business Transformation, Local Media Association / Local Media Consortium. New York, New York. **Martín Alfaro**, General Manager, *Al Día News Media*, Philadelphia, Pennsylvania. Other media executive to be confirmed.

**12:00 - 1:00 p.m. *Quality journalism as a generator of engaged readers and subscribers.***

**Wendy Metcalfe**, senior vice president and editor-in-chief, Hearst Connecticut Group. **Eduardo Tessler**, *Midiamundo*, Porto Alegre, Brazil.

**1:00 - 2:30 p.m. *Lunch.***

**2:30 - 3:15 p.m. *The great leap of La Silla Rota.***

*Between April and May 2023, this Mexican digital native media increased its audience from six million to 9.6 million unique users. A gain of 66%. Its director shares this experience.*

**Roberto Rock**, Publisher, *La Silla Rota*, México

**3:15 - 4:15 p.m. *How to move up at ComScore***

**Ezequiel Arbustis**, founder and CEO, *Marktube Group*, Argentina.

**4:15 – *Web 3.0 and media decentralization***

**Mauricio Cabrera**, Story Baker, México

### **Thursday July 20th**

**9:30 – 10:45 a.m. *Three successful female revolutionary publishers.***

**Andrea Miranda**, Content Director, *Debate Media*, Mexico

**Inés Aizpún**, Publisher, *Diario Libre*, Dominican Republic. Another media executive to be confirmed.

**10:45 – 11:45 a.m. *Google News Initiative Presentation***

**Rodrigo Bonilla Hastings**, News Industry Relations Manager, *Google*, Mexico.

**11:45 – 12:30 a.m. *Artificial Intelligence and SEO***

**Carlos Ardila**, *Protecmedia*, Santiago, Chile

**12:30 – 1:15 p.m. *Practical AI solutions for the media***

**David Sancha**, *Hiberus*, Milano, Italy.

**1:15 - 2:45 p.m. *Lunch***

**2:45 – 3:30 p.m. *New formats and audiovisual narratives***

**3:30 – 4:30 p.m. *CMS, Advertising and Marketing, integrated solutions with technology accessible to all***

**Rodrigo Rotonda**, *Artic*, Tandil, Argentina.

**Zoom Presentation**, *Medios Federales*, Argentina

**4:30 – 5:00 p.m. *Presentation TBC***

**5:00 – 5:30 p.m. *The Game of the 7 Mistakes or the 10 anti commandments of the media.***

**Eduardo Tessler**, *Midiamundo*, Porto Alegre, Brazil.

### **Friday, July 21th**

**10:00 – 1:00 p.m. *Visit and presentations at the Noticias Telemundo studio.***

- Augmented Reality, Virtual Reality.

- Real-time audience monitoring.
- Migration of TV to digital platforms.