




[Registration here](#)

SIPConnect 2025: Reinventing the Future of Media

 **July 15 - 18, 2025**

 **Miami, FL**

 **Thematic axes: Explore | Co-create | Connect**

Tuesday July 15

2:30 – 5:00 p.m.

 **Workshop “*NotebookLM for media and journalists*”.** Sponsored by Google News Initiative.

Mariana Alvarado, Digital journalism instructor and academic (Mexico)

Wednesday July 16

8:30 – 9:00 a.m.

 **Coffee break**

9:00 – 9:15 a.m.

 **Official opening and inauguration**

9:15 – 10:00 a.m.

 **Opening Keynote “*Innovation with purpose: new strategies to support local media.*”**

Dale R. Anglin, director of Press Forward (United States)

10:00 – 10:45 a.m.

 **Presentation “*Digitalization and Democracy.*”**

Daniel Coronell, president of Univision Noticias (United States)

10:45 – 11:15 a.m.

 Coffee break


11:15 – 12:15 p.m.

 **Lightning Talks “Disruptive ideas that are changing transforming journalism.”**

Carlos Salas, deputy editor of El Comercio (Peru); **Gerardo Castilla**, Product Manager of Vanguardia (Mexico) and **Gastón Roitberg**, Deputy Editor-in-Chief of La Nación (Argentina)


Moderator: **Roberto Rock**, director of La Silla Rota (Mexico)

12:15 – 1:00 p.m.

 **Presetaion “GNI/IAPA Digital Revenue Accelerator: achievements and challenges.”**

Alejandra Brambila, manager of News Partnerships for Spanish-speaking Latin America at Google and **Ezequiel Arbusti**, CEO and founder of MarkTube (Mexico)

1.00 – 2:15 p.m.

 Lunch + networking

2:15 – 3:15 p.m.

 **Conference “*Rebuilding Trust: Innovating Nonprofit Media for the Digital Age.*”**

Sonal Shah, CEO of The Texas Tribune (United States)

3:15 – 4:00 p.m.

 **Strategic talks “Personalization of content for audiences.”**

Aldana Vales, director of Audience Experiences of Gannett-USA Today Network (United States) and **Claudio Cabrera**, vice-president of Audience of The Athletic (United States)

4:00 – 4:30 p.m.

 Coffee break

4:30 – 5.15 p.m.

 **Panel: “AI, innovation and sustainability: keys to the future of public interest media.”**

Jonathan Bock, Coordinator of FLIP's Center for the Study of Freedom of Expression (Colombia) and **Andrés D’Alessandro**, Executive Director of ADEPA (Argentina)

Moderator: **Néstor Altuve**, Business and Digital Transformation consultant (Panama)

5.15 – 6.00 p.m.

 **Presentation “Immersive narratives and impactful content.”**

Mauricio Cabrera, Creator of Story Baker

6:00 – 7:00 p.m.

 Welcome Cocktail - Intercontinental Doral Hotel

 **Thursday July 17**

8:30 – 9:00 a.m.

 Coffee break

9:00 – 10:00 a.m.

 **Keynote “Journalism in times of artificial intelligence: the challenge of reinventing oneself”.**

Daniel Hadad, founder of Infobae (Argentina)

10:00 – 11:00 a.m.

 **Panel “Hyperlocal-regional media and strategies for growth”.**

José Jassan Nieves, Editor-in-chief of elTOQUE (Cuba) and **Juan Andrés Muñoz**, CEO of Pamplonews (Spain).

Moderator: **Sofía Alvarez**, Director of Education at Sembramedia (Argentina)

11:00 – 12:00 p.m.

 **Strategic talks “How to build loyalty among young audiences”**


Marta Planells, VP News Digital and Streaming, Telemundo (United States) and **Ramin Beheshti**, president and co-founder, The News Movement (United States).

12.00 – 12:30 p.m.

 **Presentation “*Liquid content for fluid newsrooms: solutions for journalism with AI.*”**

Belén Jodar, COO de Xalox, Hiberus Media Labs (España) y **David Sancha** COI de Xalox, Hiberus Media Labs (España)

12:30 – 2:00 p.m.

 Lunch + networking

2:00 – 2.30 p.m.

 **Keynote “*Emerging Narratives for a World in Crisis.*”**

Miguel Ángel Oliver, president of EFE (Spain)

2.30 - 3.00 p.m.

 **Presentation “*700’222.200 transformative ideas for the media*”**

Carlos Andrés Ardila, business manager for Latin America of Protecmedia (Colombia)

3:00 – 3.30 p.m.

 **Special presentation “*Black or White Mirror: Exploring the Future of Journalism in the Age of AI.*”**

Mariano Blejman, founder o Media Party and CEO of SmartStory.ai (Argentina)

3:30 – 4:00 p.m.

 **Presentation “*Journalism and algorithms: when innovation is born in the newsroom.*”**

Pedro Iván Quintana, director of the IA Unit of OEM (Mexico)

4:00 - 4:30 SPEAKER TO BE CONFIRMED

4:30 – 5:00 p.m.

 Coffee break

5:00 – 6:15 p.m.

 **Final session: Hands-on workshop “*Sustainable Models in the Age of Artificial Intelligence.*”**

Néstor Altuve, Business and Digital Transformation consultant (Panama)

 **Friday July 18**

9:45 - 10 a.m.

 **Global Disinformation Summit**

Adrián Pino, director of Proyecto Desconfío (Argentina)

10.00 - 12.30 p.m.

 **Closing Workshop: Generative AI Bootcamp.** Sponsored by Telecom Redacciones 5G.

Alvaro Liuzzi, Digital consultant (Argentina)

12.30 - 12.45 p.m.

Closing words.