🟦 **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.
📌 **Presetation "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), **Andrés D´Alessandro**, Executive Director of ADEPA (Argentina) and **Alejandro Alvarado**, Florida International University (United States).

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), **Juan Andrés Muñoz**, CEO of PamploNews (Spain) and **Ezequiel Franco**, digital director at 0021 (Argentina).

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** CIO 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) and **Gustavo Ramírez Pedrosa**, digital editorial director at adn40 (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.