🟦 **SIPConnect 2025: Reinventing the Future of Media**

📅 *July 15 - 18, 2025*

📍 *Miami, FL*
🎯Thematic axes: **Explore | Co-create | Connect**

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🗓 **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)

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🗓 **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)

Moderator: **Werner Zitzmann** (executive director, AMI, Colombia).

**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

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🗓 **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**

**Presentation.** *"Innovative methods for financing journalism and combating news deserts"*

**Pierre Manigault**, President of Evening Post Publishing Inc (Charleston, SC). and IAPA First Vice President.

**President.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)

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🗓 **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.**