





SIPConnect 2026: Leading the Era of Media Innovation

 July 28–30, 2026

 Miami, FL


 Focus Areas: anticipate, prototype, and scale.

[Registration here](#)

PRELIMINARY PROGRAM

Tuesday, July 28

2:30 – 5:00 p.m. – Acacia Room

 Workshop “AI Video Lab”

Presented by Google News Initiative and Marktube

Wednesday, July 29

All sessions will take place in the Grand Doral Ballroom Auditorium

8:30 – 9:00 a.m.

 Welcome Coffee and Registration

9:00 – 9:15 a.m.

 Official Opening Ceremony


Pierre Manigault, President of the Inter American Press Association (IAPA)
and **Carlos Lauria**, Executive Director

9:15 – 10:00 a.m.

 Opening Keynote Address

Daniel Hadad, Founder and CEO, *Infobae* (United States).

10:00 – 10:30 a.m.


 Special Presentation. *“The Experimentation Trap: Why Your Newsroom ‘Uses AI’ but Nothing Changes*

Claudia Báez, digital and AI innovator (Colombia).

10:30 – 11:00 a.m.

 Coffee Break

11:00 a.m. – 12:00 p.m.

 Lightning Talks. *“Innovation in Motion: What Media Outlets Are Testing Today”*

Speakers: **Graciela Rock**, Director, *La Cadera de Eva, La Silla Rota* (Mexico); **Néstor Altuve**, media consultant (Panama); speaker to be confirmed (Telemundo).


Moderator: **Soledad Arréguez Manozzo**, School of Social Sciences, Catholic University of Argentina UCA (Argentina).

12:00 – 12:45 p.m.


 Presentation. *“YouTube: The Evolution of News”*

Juan Pablo Robert, Head of Media & Entertainment for Hispanic Latin America, *Google*.

12:45 – 2:00 p.m.

 Lunch + Networking

2:00 – 2:30 p.m.

 Conference. *“What AI Knows About Your Audience That You Don’t”*

Adriana Lacy, Founder and President of Adriana Lacy Consulting (United States).


2:30 – 3:30 p.m.

 Lab. *“The AI Era: How Media Organizations Are Reinventing Themselves”*

Speakers: **Juan Simo**, Editor-in-Chief and AI Lead, *La Nación* (Argentina); **Richard Revelo Cadena**, Editor of Innovation and Digital Trends, Audience Desk, *El Tiempo* (Colombia) and **Natalia Daporta**, Digital Newsroom Manager, *ABC Color* (Paraguay).

Moderator: **Rodrigo Salazar**, Executive Director of the Peruvian Press Council (CPP).

3:30 – 4:30 p.m.

 Strategic Dialogue. *“An Industry in Transformation: Ideas for the Next Media Cycle”*

Speakers: **Amy Ross Arguedas**, Researcher at the Reuters Institute for the Study of Journalism (Costa Rica); **Rafael Navarro**, president, *Insomnia Accelerator* (Spain) and **Vanina Berghella**, regional director of The International Fund For Public Interest Media - IFPIM (Argentina).

Moderator: **Gabriela Vivanco**, Director, *Diario La Hora* and Chair of the IAPA Executive Committee (Ecuador).

4:30 – 5:00 p.m.

 Coffee Break

5:00 – 5:45 p.m.

 Special Presentation. *“Media Taxonomy in the AI Era”*

Mauricio Cabrera, creator of *Story Baker* (Mexico).

5:45 – 7:00 p.m.

 Workshop. *“How to Implement AI in Newsrooms with Journalistic Excellence.”*

Led by **Irina Sternik**, trainer at *Redacciones 5G Telecom* (Argentina).

7:00 – 8:00 p.m.


 Welcome Cocktail – Intercontinental Doral Hotel

Thursday, July 30

8:30 – 9:00 a.m.


 Coffee

9:00 – 9:45 a.m.

 Keynote Conference

Lucky Gunasekara, Founder of Miso Technologies Inc. (United States) – **to be confirmed**

9:45 – 10:45 a.m.

 Roundtable. *“Audiovisual Innovation: AI, Platforms and New Audiences”*


Speakers: **Leopoldo Gómez**, President of *TelevisaUnivisión Noticias* (United States); **Rodolfo González**, Director of *Telenoticias, Teletica* (Costa Rica); and **María de Lourdes Monsalvo**, Digital News Director, *TV Azteca* (Mexico).

Moderator: **Roberto Rock**, Director, *La Silla Rota* (Mexico).

10:45 – 11:00 a.m.

 Coffee Break

11:00 – 11:40 a.m.

 Presentation. *“Trust as an Asset: How Media Organizations Build New Revenue Streams”*


Matt Sanders, founder of Waypoint (United States).

11:40 a.m. – 12:10 p.m.


 Presentation. *“What Media Organizations Are Doing with AI”*

David Sancha, CEO, Hiberus Media Labs (Spain); and **Belén Jódar**, Chief Operating Officer, Xalok (Spain).

12:15 – 2:00 p.m.


 Lunch + Networking

2:00 – 2:30 p.m.

 Showcase. *“Google Product Launches and Updates”*


Alejandra Brambila, LATAM News Partner Manager, *Google* (Mexico).

2:30 – 3:00 p.m.

 Presentation. *“Cold Ink Journalism”*

Carlos Ardila, Latin America Commercial Manager, *Protecmmedia* (Colombia)

3:00 – 3:45 p.m.

 Strategic Dialogue. *“From Reach to Relationship: The New Stage of Media Growth”*

Delano Massey, Managing Editor, *Axios Local* (United States) and **Armando Castilla**, Director, *Vanguardia* (Mexico).

Moderator: **Mariana Belloso**, IAPA Project Manager (El Salvador).

3:45 – 4:15 p.m.

 Special Presentation. *“How AI Can Optimize Editorial Workflows”*

Georgiana González, Director, *Yahoo en Español* (United States) – **to be confirmed.**

4:15 – 4:45 p.m.

 Coffee Break

4:45 – 5:45 p.m.

★ Panel. “*AI Adoption in Media: Lessons Learned and Challenges*”

Speakers: **Santiago Gómez**, Head of the SEO Team, *Clarín* (Argentina);

Eduardo Hernández, CEO, *El País* de Cali (Colombia) and **Daniela**

Mendizábal, Digital Director, *Grupo Multimedios* (Mexico, to be confirmed).

Moderator: **Alina Manrique**, investigative journalist and digital content strategist (Ecuador).

5:45 – 6:15 p.m.

⚠ Closing Keynote

Christina Kurteva, Senior Director, Pricing & Revenue Optimization,

Thomson Reuters (United States) and **Georgina González**, Director, *Yahoo en Español* (United States).

Moderator: To be confirmed.

6:15 – 6:30 p.m.

★ Special Presentation. *AI Journalism Guide V2 – Redacciones5G*

Diego Fantini, Press Manager – Products and Services, Telecom (Argentina).