




## 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 Companies and Entertainment, YouTube Spanish, Latin America.

**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


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## **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 - Hiberus Media Labs (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).