





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. – Grand Doral III Room

 Workshop “AI Video Lab”

Presented by Google News Initiative and Marktube. This workshop is reserved for the 40 media organizations participating in the AI Video Lab.

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, Strategist in Digital and AI innovation & Senior Consultant / Expert Network Member at Fathm (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, *Innsomnia* (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 – 4:45 p.m.

 Coffee Break

4:45 – 5:00 p.m.

 Presentación de Lionel Sicilia, cofundador de Aplay América (Argentina)

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 Personal Redacciones5G

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. *“Irrational Optimism and Extreme Pessimism on News in the Age of AI”*

Lucky Gunasekara, Founder of Miso Technologies Inc. (United States).

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 – 11:45 a.m.

📊 Showcase. *“Google Product Launches and Updates”*

Alejandra Brambila and **Elisa Rodreiguez**, News Partnerships Managers LATAM, *Google* (Mexico).

11:30 a.m. – 12:00 p.m.

📊 Presentation. *“AI's Arrival in Newsrooms Debunks the 'Stochastic Parrot' Myth”*

David Sancha, CEO, *Hiberus Media Labs* (Spain).

12:00 – 12:30 p.m.

📊 Conference. *“AI and sustainability: strategies of growth in times of transformation”*

Janine Warner, Co-founder and Executive Director, *SembraMedia* (United States).

12:45 – 2:00 p.m.

🍽️ Lunch + Networking

2:00 – 2:30 p.m.

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

Matt Sanders, founder of *Waypoint* (United States).

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.

☕ Coffee Break

4:15 – 5:15 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)

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

5:15 – 5:45 p.m.

⚠️ Closing Keynote

Christina Kurteva, Senior Director, Pricing & Revenue Optimization, *Thomson Reuters* (United States) and **Arlyn Gajilan**, Global Editor for AI Development and Integration, *Thomson Reuters* (United States).

5:45 – 6:00 p.m.

★ Special Presentation. *AI Journalism Guide V2 Personal de Redacciones5G*

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