The World News Media Congress

World Editors Forum
Women in News Summit

Glasgow, Scotland
1-3 June, 2019

newsbrands. audiences. and the gap between.
The World News Media Congress (WNMC)

WNMC is the annual meeting of news media executives, including publishers, editors and owners of newspapers and news sites from all over the world. It is hosted in a different city each year. The 2018 Congress in Portugal drew around 900 people from over 60 countries for three days of conferences, executive meetings, networking and social events.

For 71 years the World News Media Congress has drawn together news and media executives from all over the world for critical discussions and strategic exchanges about the state of the industry and its future. Our 2019 congress comes at a critical time for those invested in the news business and quality journalism.

The World Editors Forum (WEF)

WEF organises the editorial stream of the Congress. WEF is built on a commitment to defend press freedom and promote editorial excellence. It is at the forefront of newsroom change and connects editors on issues that matter for the future of independent and free news publishing.

Women in News (WIN) Summit

WIN is a gathering to support WAN-IFRA’s sector-leading initiative to increase women’s leadership and voices in news through capacity building, training and advocacy.

Women in News (WIN) aims to increase women’s leadership and voices in the news. It does so by equipping women journalists and editors with the skills, strategies, and support networks to take on greater leadership positions within their media. In parallel, WIN partners with media organisations to identify industry-led solutions to close the gender gap in their newsrooms, boardrooms and in the content they produce.

The winners of the 2019 World Digital Media Awards will be announced at the Gala Dinner on June 2. These awards are the news media industry’s only truly global digital media competition. The 2019 winners will come from the 2018 regional winners in Africa, Asia, Europe, Latin America, The Middle East, North America and South Asia.

Categories

Best News Website or Mobile Service
Best in Lifestyle, Sports, Entertainment Website or Mobile Services
Best Use of Online Video (including VR)
Best Data Visualization
Best Reader Revenue Initiative
Best Branded Content Project
Best Digital News Start-up
Best in Social Media Engagement
Best Digital Marketing Campaign
Best Innovation to Engage Youth Audiences

For more information visit our website
On stage: the best in news media

Maria A. Ressa  
CEO and Executive Editor  
Rappler  
Philippines

Mark Thompson  
President and CEO  
The New York Times Company  
USA

Kim Bode  
Product Manager, Newsletters and Messaging  
Los Angeles Times  
USA

Thomas Mattsson  
Editor-in-Chief and Responsible Editor  
Expressen  
Sweden

Vivian Schiller  
CEO  
Civil Media Foundation  
USA

Rasmus Nielsen  
Director  
Reuters Institute for the Study of Journalism  
UK

Catherine Gicheru  
Country Lead  
Code of Kenya, ICFJ Knight Fellow  
Kenya

Raju Narisetti  
Professor of Professional Practice and Director  
Knight-Bagehot Fellowship in Economic and Business Journalism  
Columbia University  
USA

Wendy Metcalfe  
Editor-in-Chief, Director of Content  
Stuff & Fairfax Media  
New Zealand

Michael Golden  
President  
WAN-IFRA  
USA

Nancy Lane  
President  
Local Media Association  
USA

Anthony Tan  
Deputy Chief Executive Office  
Singapore Press Holdings Ltd., Singapore

Ingeborg Volan  
Director of Audience Engagement  
Dagens Næringsliv  
Norway

Seema Singh  
Co-Founder and Editor  
THE KEN  
India

Jason Jedlinski  
SVP/Head of Consumer Products  
USA Today Network  
USA

Sinead Boucher  
CEO  
Reach plc  
UK

Greg Barber  
Director of Newsroom Product  
The Washington Post  
USA

Zoe Murphy  
Head of News Innovation  
BBC Voice  
UK

Juan Señor  
President  
Innovation Media Consulting Group  
UK

Dame Frances Cairncross  
Chair of Court  
Heriot-Watt University  
UK

Aslak Gottlieb  
Educational Consultant  
medieundervisning.dk  
Denmark

Alison Gow  
Editor-in-Chief (Digital)  
Reach plc  
UK

Dmitry Shishkin  
Chief Content Officer  
Culture Trip  
UK

Nina Goswami  
50:50 Project Lead  
BBC  
UK

Claire Charbonnel  
Deputy Managing Director  
Midi Libre - La Dépêche  
France

David Dinsmore  
Chief Operating Officer  
News UK  
UK

Serene Luo  
Schools Editor & Correspondent  
The Straits Times & Singapore Press Holdings Ltd., Singapore

Zuzanna Ziomecka  
Editor-in-Chief  
NewsMavens  
Poland

Sérgio Dávila  
Executive Editor  
Folha de S.Paulo  
Brazil

Ritu Kapur  
Co-Founder and Chief Executive Officer  
Quintillion Media  
India

Sir Alan Moses  
Chairman  
Independent Press Standards Organisation (IPSO), UK

Laura Zelenko  
Senior Executive Editor  
Bloomberg News  
USA

Juliette Laborie  
Head of Strategic Projects  
The Guardian News and Media  
UK

Plus more - see our website
# Programme Overview

## Saturday, 01 June 2019

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<tr>
<th>Time</th>
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<tr>
<td>09:00</td>
<td>Carron</td>
<td>Editors' Roundtable: Science in the Newsroom</td>
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<td>11:00</td>
<td>Auditorium</td>
<td>Congress Opening</td>
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<td>11:15</td>
<td>Auditorium</td>
<td>Another pivotal year for our industry</td>
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<td>• Is the Press sustainable?</td>
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<td>• No one likes us, we don't care</td>
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<td></td>
<td></td>
<td>• We are all in this. Roll-up your sleeves!</td>
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<tr>
<td>12:00</td>
<td>Across M1</td>
<td>Women in News Lunch</td>
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<tr>
<td>13:00</td>
<td>M1</td>
<td>3rd Women in News Summit</td>
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<tr>
<td>14:30</td>
<td>Auditorium</td>
<td>Small and Mid-Sized Businesses: How to set yourself apart and give your newsbrand an edge</td>
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<td>Alsh</td>
<td>News Labs and Innovation (GAMI)</td>
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<td>14:30</td>
<td>Carron</td>
<td>Facebook Journalism Project: working towards sustainable solutions for local news</td>
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<tr>
<td>16:45</td>
<td>Auditorium</td>
<td>Golden Pen of Freedom Award</td>
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<td>Auditorium</td>
<td>Press Freedom around the world</td>
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## Sunday, 02 June 2019

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<tr>
<td>08:45</td>
<td>Carron</td>
<td>Breakfast Session - Advertising vs UX: Does higher revenue always come at the expense of the readers??</td>
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<td>09:45</td>
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<td>Next Level Journalism and Storytelling</td>
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<td>Auditorium</td>
<td>Brand Building and Reader Revenue</td>
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<td>• Tables stakes: Focus on results rather than just process</td>
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<td>09:45</td>
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<td>World Press Trends</td>
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<td>Funding Models and Journalism Guardrails</td>
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<td>M1</td>
<td>Next Generation Newsroom</td>
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<td>• Inside the Washington Post Newsroom</td>
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<td>• Are Journalists Today’s Coal Miners?</td>
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<td>12:00</td>
<td>Boisdale</td>
<td>Editors’ Lunch: Where is the Editor?</td>
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<td>14:30</td>
<td>Auditorium</td>
<td>Advertising: Setting the right line of defence</td>
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<td>• Innovative research to prove ad</td>
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<td>16:30</td>
<td>Auditorium</td>
<td>In Conversation with Mark Thompson, NYT</td>
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<td>Managing Sexual Harassment in the Newsroom</td>
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<td>17:00</td>
<td>Auditorium</td>
<td>Opportunity: Developing original programmes for streaming services</td>
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<td>18:00</td>
<td>Kelvingrove Museum</td>
<td>Gala Dinner</td>
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<td>• World Digital Media Awards Ceremony</td>
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<td>• WIN Editorial Leadership Awards</td>
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<td>• Venue Announcement 2020</td>
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## Monday, 03 June 2019

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<tr>
<td>09:30</td>
<td>Auditorium</td>
<td>Innovation Reports</td>
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<td>• Innovation in News Media World Report</td>
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<td>• Print Winning Strategies</td>
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<td>• Benchmarking trust in advertising</td>
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<td>09:30</td>
<td>M1</td>
<td>Editors’ Safety Workshop</td>
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<td>09:30</td>
<td>Alsh</td>
<td>Table Stakes Workshop</td>
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<tr>
<td>12:00</td>
<td>Auditorium</td>
<td>How to build a culture of innovation, and grow your organization’s bottom-line in conversation with Madhav Chinnappa, Google</td>
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<tr>
<td>14:00</td>
<td>Auditorium</td>
<td>Closing Keynote: Sir Alan Moses</td>
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<tr>
<td>14:30</td>
<td>Auditorium</td>
<td>End of the 71st World News Media Congress</td>
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Saturday, 01 June 2019

09:00  Editors’ Roundtable: Science in the Newsroom

Three-quarters of the top health stories that went viral in 2018 included false or misleading information, a recent study found. Many had been created or shared by big-name, credible newsrooms. Although there were no major inaccuracies, the lack of detail, context, overstatement and misinterpretation of research findings resulted in the public getting inaccurate information and making decisions on that. Our editors’ roundtable on Science in the Newsroom will explore how to improve reporting in a resource-scarce newsroom.

- Fergus Bell Founder, Dig Deeper Media, London, UK

10:00  Welcome Coffee

11:00  Congress Opening


- Michael Golden President WAN-IFRA, former Vice Chairman, The New York Times, USA
- Fiona Hyslop Cabinet Secretary for Culture, Tourism and External Affairs, Scottish Government, UK

11:15  Another pivotal year for our industry

Is the Press sustainable?
A major investigation into the sustainability of quality journalism in the UK, released in February, was hailed as a blueprint for the economic development of the industry. Nine recommendations were made, ranging from a regulated relationship between publishers and platforms, to tax relief for investors in public interest journalism and a government media literacy strategy. Dame Frances Cairncross, a respected journalist, academic and economist, will assess the response to her recommendations, report on actions taken and share advice for the health of quality journalism beyond the UK.

- Moderated by Lisa Macleod Tiso Blackstar, South Africa

No one likes us, we don’t care
Much of the public is increasingly turning their back on journalism, finding that news is not relevant to them, that they cannot trust it, or even find it to be actively antithetical to their values. How can journalism respond to this combination of threats and renew the public connection that is the premise of journalism as a profession, as a public institution, and as a business? What combination of editorial, technological, and other responses might help us as we risk losing touch with the public we serve?

- Rasmus Nielsen Director, Reuters Institute for the Study of Journalism, UK

13:00  Lunch and Networking Break

13:00  Women in News Lunch

Those joining the Women in News Summit are invited to join a pre-Summit lunch.

13:45  3rd Women in News Summit

The initial fallout from #metoo sparked change in the way women are treated in media companies. It also raised questions of why so few are questioned/quoted for their expertise. This session, which promises to be as inspiring as previous years, features new initiatives and builds on cases presented in 2018.

- Vivian Schiller CEO at Civil Media Foundation, USA
- Catherine Gicheru Country Lead, Code for Kenya, ICFJ Knight Fellow, Kenya
- Maria A. Ressa CEO and Executive Editor, Rappler, Philippines
- Zuzanna Ziomecka Editor in Chief, NewsMavens, Poland
- Nina Goswami 50:50 Project Lead, BBC, London, UK
- Laura Zelenko Senior Executive Editor for Diversity, Talent, Standards and Training Bloomberg News
- Carin Andersson Human Resources Director, MittMedia Förvaltnings AB, Sweden
- Anna Nimriniyo Editor-in-chief, Juba Monitor, South Sudan
- Acil Tabbara Senior Editor, L’Orient du Jour, Lebanon
Saturday, 01 June 2019

14:30  Small and Mid-Sized Businesses: how to set yourself apart and give your newsbrand an edge

Big newsbrands invest substantial amounts on marketing campaigns, using ad agencies to convey their mission and values to the public. What are the smaller brands doing to be heard and understood and to convince audiences to pay for their product against that of a competitor?

- Nancy Lane President, Local Media Association, USA
- Wendy Metcalfe Editor in Chief, Director of Content, Brunswick News, Canada
- Jason Jedlinski SVP/Head of Consumer Products, USA TODAY NETWORK, USA
- Alison Gow Editor In Chief (Digital), Reach plc, United Kingdom
- Rachel Hamada Community organiser, The Bureau Local, UK

14:30  News Labs and Innovation (GAMI)

Best practices, projects and lessons learned from a selection of innovation labs in our community with a particular focus on Voice and AI. Hear how the Associated Press is reorganising their innovation process and what the New York Times R&D strategy is including some projects they are working on.

From France, hear about the Renault and Challenges magazine initiative ‘Augmented Editorial Experience (AEX)’, launched at the Paris Motor Show 2018, which aims to create future opportunities for car makers and their content partners.

- Clare Cook Co-founder Media Innovation Studio, University of Central Lancashire, UK
- Frédéric Sitterlé Director of Development, Groupe Challenges, France
- Robyn Spector Director of Corporate Strategy and Development, Associated Press, USA

14:30  Facebook Journalism Project: working towards sustainable solutions for local news

SPONSORED BY FACEBOOK

The Facebook Journalism Project is committed to strengthening communities by connecting people with meaningful journalism. Local newspapers play a vital role in providing their communities with authentic, reliable news and information. In this session, Facebook, the National Council for the Training of Journalists and Caxton, South Africa’s leader in community news, will discuss the progress of the Community News Project to hire and train 82 community news reporters and embed them in local newsrooms as well as the need to build other solutions for different business models in different countries, including audience and video accelerators.

- Nick Wrenn Head of News Partnerships, EMEA, Facebook, UK
- Joanne Butcher Chief Executive, NCTJ, UK
- Chris Louw Head of Content, Caxton, South Africa

16:00  Coffee and Networking Break

16:45  Golden Pen of Freedom Award

The Golden Pen of Freedom is an annual award made by WAN-IFRA to recognise the outstanding action, in writing or deed, of an individual, a group or an institution in the cause of press freedom. The 2018 Golden Pen of Freedom Laureate was Maria Ressa, Rappler, Philippines.

- David Callaway President, World Editors Forum, USA

17:15  Press Freedom around the world

Murder, intimidation, harassment, media capture. What’s to be done?

- Maria A. Ressa CEO and Executive Editor, Rappler, Philippines
- Ritu Kapur Co-Founder & CEO, Quintillion Media, India
- Sérgio Dávila Executive Editor, Folha de S.Paulo, Brazil
- Safa Al Ahmad Freelance Journalist / Filmmaker, Saudi Arabia & Yemen

18:00  Welcome Reception

A small taste of Scotland with a traditional pipe band, popular drinks and snacks from the region. Try a dram of whisky while networking with colleagues, old friends and new acquaintances.
Sunday, 02 June 2019

09:00  Breakfast Session - Advertising vs UX: does higher ad revenue always come at the expense of the reader? SPONSORED BY MARFEEL

Maximizing ad revenue can easily come at the expense of the user. However, this session will reveal data-driven best practices to increase advertising revenue through better user experience, and reveal the only way to measure the effect UX has on publisher revenue.

• Sergio Vives VP Sales, Marfeel, Spain

09:45  Next Level Journalism and Storytelling

The evolution of multimedia journalism is rapid: are we on a road from Pulitzers to Emmys as Voice and Podcasts supplement already profitable Video reporting? And how do you make the advances while ensuring the community stays front and centre of your journalism?

• Dmitry Shishkin Chief Content Officer, Culture Trip
• Zoe Murphy Head of News Innovation, BBC Voice, London, UK
• Thomas Mattsson Editor-in-Chief and Responsible Editor, Expressen, Sweden
• Kim Bode Product Manager, Newsletters and Messaging, Los Angeles Times, USA

09:45  Brand Building and Reader Revenue

The frontrunners in the deployment of a digital subscription strategy are working on improving subscription funnels and preventing churn. In parallel, alternative initiatives are emerging or taking off. The focus is still to incentivise readers to pay, but using different approaches.

• Nick Tjaardstra Director, Europe / Africa & Global Advisory, WAN-IFRA, Germany
• Sebastian Esser Founder and Managing Director, Steady Media, Germany
• Dominic Young CEO, Agate, UK
• Juliette Laborie Head of strategic projects, The Guardian News & Media, UK

Tables stakes: Focus on results rather than just process
Table stakes comes from thinking about strategy as poker. The speakers will share how Metro, local and regional newspapers in USA used this challenge centric method to achieve significant gain in traffic, engagement, subscription and diversified revenue streams.

• Stan Wischnowski Executive Editor, Philadelphia Media Network, USA
• Doug Smith Co-Founder, Table Stakes, USA

09:45  World Press Trends

What metrics are driving reader revenue strategies? What underlying trends are shaping local news challenges? How is trust impacting news media? Those are just a few of the questions that World Press Trends is addressing this year in its global survey.

• Dean Roper Director of Insights & Editor-in-Chief, WAN-IFRA, Germany
• François Nel Director, Journalism Leaders Programme, Co-convenor: Digital Editors Network, UK
• Laura Zelenko Senior Executive Editor for Diversity, Talent, Standards and Training Bloomberg News
• Adriaan Basson Editor-in-chief, News24, Johannesburg, South Africa

11:30  Coffee and Networking Break

12:00  Funding Models and Journalism Guardrails

As new investors and philanthropists step forward to fund news media how can you ensure journalists can continue to do their work, in the best conditions and in a context where the public is suspicious about partisanship.

• Raju Narisetti Professor of Professional Practice and Director, Knight-Bagehot Fellowship in Economics & Business Journalism, Columbia University, USA
• Vivian Schiller CEO at Civil Media Foundation, USA
• Seema Singh Co-Founder and Editor, THE KEN, India
• Sophie Gourmelen Managing Director - Publisher, Le Parisien - Aujourd’hui en France, France News & Media, UK
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12:00  Next Generation Newsroom

Get insight into the latest projects of the enviably well-funded newsroom of The Washington Post. At the other end of the scale, newsrooms are struggling, so too reputations and life for journalists is getting rougher. In this environment, who wants to be a journalist? How do you attract and keep qualified, diverse and resilient staff?

- Moderated by Ingeborg Volan Dagens Næringsliv, Norway

Inside the Washington Post Newsroom

The Washington Post has one of the most innovative newsrooms around. Its teams operating at the intersection of tech, journalism and products are changing the way they think about, plan and deliver their journalism. They are already planning for the 2020 elections. What else are they up to?

- Greg Barber Director of Newsroom Product, Washington Post, USA

13:00  Lunch and Networking Break

14:30  Advertising: Setting the right line of defence

Public acceptance of advertising in the UK hit a new low in 2018 according to Advertising think-tank, Credos. This finding could apply to many developed ad markets. Among reasons, a feeling of intrusiveness and the use of “suspicious techniques”. Rebuilding trust comes down to owning problems and helping brands to serve their campaigns to the relevant targets, in a trusted environment. Different initiatives are underway to create a better advertising ecosystem. Advertising has always been a revenue pillar for publishers, and like the others, it’s facing pressure to transform.

- Moderated by Denise West DC Thomson Media, UK

Innovative research to prove ad effectiveness in newsbrands

- Richard Bogie Managing Director, News Scotland & News Ireland

Head-to-head: A future for advertising in our business models

- Ben Rose General Manager of Newspapers, Stuff Limited, New Zealand
- Anthony Tan Deputy Chief Executive Officer, Singapore Press Holdings Ltd.
- Sophie Gourmelen Managing Director - Publisher, Le Parisien - Aujourd’hui en France, France
- David Dinsmore Chief Operating Officer, News UK

14:30  Building Bridges: News media literacy needed!

They will all be voters, strong forces of the future economy and some of them will even become political leaders. But most of Gen Z feel they can’t access, analyze or evaluate the media around them, let alone trust traditional newsbrands to become their voice. It’s time to build news media literacy programs around the world that understand the society teens and young adults live in and their motivators and values.

- Elena Perotti Executive Director of Media Policy and Public Affairs, WAN-IFRA
- Aslak Gottlieb Educational Consultant, medieundervisning.dk, Copenhagen, Denmark
- Serene Luo Schools Editor, The Straits Times & Correspondent at Singapore Press Holdings Ltd, Singapore
- Etienne Millien Journalist, Groupe Sud Ouest, France

14:30  Personalisation of news matters!

A focused break-out session about the capabilities of Advanced Digital Technologies to deliver personalised content and elevate the experience of your customers wherever they access your media.
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Hear about what they are doing at Ilta-Sanomat regarding personalising their news and hear an introduction to the Content Personalisation Network (CPN) which is an exciting European funded project using technologies such as Distributed Ledger (e.g. blockchain) and artificial intelligence \ machine learning to build a leading-edge platform for content personalisation. Learn about how organisations such as WAN-IFRA, Digital Catapult, DW, VRT and Dias are working together to build this creative and adaptable mechanism for personalisation, and how your organisation could benefit.

- Moderated by Rolf Dyrnes Svendsen Global Alliance for Media Innovation (GAMI), Norway
- Valtteri Varpela Managing Editor, Ilta-Sanomat, Finland
- Tilman Wagner Innovation Manager, DW Research & Cooperation Projects, Deutsche Welle, Germany
- Jamie Harrison Head of Innovation Programmes, Digital Catapult, UK

Start-up pitches
In the second part of this session, innovative SMEs from across the UK and Europe will take to the stage to talk about the personalisation capabilities they can provide, and what they mean for organisations like yours.
- Startup pitches
- Voting on ‘Most Promising’ Startup
- Announcement of the winner
- Drinks and meet & greet the Startups!

- Will Crosthwaite Co-Founder, Kensai, UK
- Stavria K. Konstantinou Operations and Customer Support, SigmaLive Ltd / Dias Media Group, Cyprus
- Dr Mattia Fosci Director, Yoop, UK
- Al Ramich Founder, Loomi.ai, UK

14:30 Global State of Reader Engagement
SPONSORED BY CHARTBEAT

Chartbeat’s Data Science Chief, Josh Schwartz, offers new research into global audience and traffic patterns to identify new year-on-year trends. With dramatic changes in reader behavior, the analysis looks closely at engagement and loyalty trends by platform, experience, and device, which have strategic implications for news publishers.

- Josh Schwartz Data Science Chief, Chartbeat, USA

16:00 Coffee and Networking Break

16:30 In Conversation with
Mark Thompson, NYT

- Moderated by Tina Stiegler Executive in residence, StartupLab, Norway
- Mark Thompson President & CEO, The New York Times Company, USA

16:30 Managing Sexual Harassment in the Newsroom

What media managers should know to protect their staff, their culture and their corporate reputations. Join WAN-IFRA for a roundtable discussion on sexual harassment in the newsroom, and the tools you need to help mitigate and manage instances when they do occur.

- Melanie Walker Director of Media Development and Head of Women in News, Canada

17:00 Opportunity: Developing original programmes for streaming services

Streaming services like Netflix will need a lot of content in the future and they are looking for projects from third-parties. Opportunity arises for media companies with original stories that can be repurposed as base screenplays for shows. How does this new world work? We will ask Camila Jimenez Villa, who, at Univision, was the Executive Producer for the Netflix programmes El Chapo (seasons 1-3), Murder Mountain, Tijuana and “Who killed Malcolm X”.

- Camila Jimenez Villa CEO & Co-Founder, The Immigrant, USA
- Raju Narisetty Professor of Professional Practice and Director Knight-Bagehot Fellowship in Economics and Business Journalism, Columbia University, USA
Sunday, 02 June 2019

18:00  Gala Dinner

We will start the Gala Dinner with a civic reception, courtesy of The Rt Hon The Lord Provost Councillor Eva Bolander. Have a drink and take the time to explore the treasures of the Kelvingrove Art Gallery and Museum. Enjoy a three course Scottish menu, while celebrating with us the winners of the World Digital Media Awards and the Women in News Leadership Awards. The Venue Announcement for Congress 2020 will also be held at this social event. A shuttle service will be provided to and from the museum - more info will be announced through the Congress App.

Gala Dinner Programme:

World Digital Media Awards Ceremony

The World Digital Media Awards is the news media industry’s only truly global digital media competition. The 2019 winners will come from the winners of our 2018 regional Digital Media Awards in Africa, Asia, Europe, Latin America, the Middle East, North America and South Asia. Award presented by Fiona Hyslop, Cabinet Secretary for Culture, Tourism and External Affairs, Scottish Government, UK.

Website

WIN Editorial Leadership Award Presentation

Each year, the Women in News Editorial Leadership Award is awarded to one outstanding woman editor in the sub Saharan Africa region and in the Middle East and North Africa region (MENA) respectively. Laureates of the Award are first amongst their peers in inspiring and paving the way forward for the next generation of leaders. The Award recognises an exemplary contribution of an Editor to her newsroom, and under her leadership, the contribution of her newspaper to society.

Website

Venue Announcement 2020
Monday, 03 June 2019

09:30  Innovation reports

Moderated by Claire Charbonnel Midi Libre - La Dépêche, France

Innovation in News Media World Report
Presenting the annual must-read world report on behalf of WAN-IFRA on the latest ways and means news media are reinventing themselves with new commercial and editorial formulas.

Juan Señor President, Innovation Media Consulting Group, UK

Print winning strategies

Sabine C. Sirach Deputy Director World Printers Forum, WAN-IFRA, Germany
Phillip Crawley Publisher and CEO, The Globe and Mail, Canada
Florian Wende Deputy Editorial Director, Freistunde - Straubinger Tagblatt, Germany

Benchmarking trust in advertising

Dean Roper Director of Insights & Editor-in-Chief, WAN-IFRA, Germany
Lauri Löfveblad Head of Strategy and Products at Syno International, Sweden

09:30  Editors’ Safety Workshop

SPONSORED BY ACOS ALLIANCE

This workshop provides useful tools for news organisations and editorial teams to review and improve safety practices and protocols that affect both the newsroom and journalists out in the field.

We will focus on “easy wins” - editing and security practices that can be implemented with minimal cost and rapid deployment. We will address office security, best practices for commissioning dangerous assignments, and key elements for creating a robust safety policy and set of protocols.

All of these can save the lives of reporters, and your company - investing in building a robust safety policy and associated protocols can save your organisation from the financial loss and reputational damage of a crisis that could have been prevented and avoided, or could have been carefully managed.

Elisabet Cantenys Executive Director, ACOS Alliance, London, UK
Sally Fitton High Risk Adviser, BBC High Risk team, UK

09:30  Table Stakes Workshop

At this workshop, Doug Smith and Stan Wischnowski will describe the results achieved in the U.S. table stakes programs as well as provide an overview of the 7 core table stakes, the methodology of performance-driven change, and how the program works. Doug and Stan are both looking forward to exploring with participants how the Table Stakes Europe program can help participants move forward with their most important challenges

Stan Wischnowski Executive Editor, Philadelphia Media Network, USA
Doug Smith Co-Founder, Table Stakes, USA

11:30  Coffee and Networking Break

12:00  How to build a culture of innovation, & grow your organisation’s bottom-line

Most news organisations recognise they need the capacity to innovate and keep their organisation relevant. But does innovation actually make a meaningful difference to performance? What levers do you need to pull to effect the culture change needed to drive innovation? This session will address these questions by highlighting innovation processes and role models. It will also help you determine the resources needed to oxygenate your newsroom and organisation.

François Nel, Director, Journalism Leaders Programme | Co-convenor: Digital Editors Network, UK
Kim Bode Product Manager, Newsletters and Messaging, Los Angeles Times, USA
James Down Chief Strategy Officer, Guardian News & Media, UK
Gordon Edall Director of Globe Labs, The Globe and Mail, Canada

13:00  Lunch and Networking Break

14:00  In conversation with Madhav Chinnappa, Google

A discussion about the Google News Initiative and Google’s role in the news ecosystem

Madhav Chinnappa Director of News Ecosystem Development, Google, UK
Jane Barrett Global Editor, Media News Strategy, Reuters, UK

14:30  Closing Keynote: Sir Alan Moses

The challenges of balancing freedom of expression with protecting individuals and the importance of and need for regulation.

Sir Alan Moses Chairman of the Independent Press Standards Organisation (IPSO), UK

15:00  End of the 71st World News Media Congress
Location

Scottish Event Campus (SEC)
Exhibition Way, Glasgow G3 8YW, UK
The SEC is Scotland’s largest exhibition centre, located in the district of Finnieston on the north bank of the River Clyde, Glasgow

Getting To Glasgow

Glasgow Airport is located just 13 kilometers west of the city centre. Airport buses take about 25 minutes to get to the city and runs 24 hrs a day. Taxis are aplenty and are readily available from the airport. The city is also well connected by train from across the UK, and is easily accessible by Scotland’s extensive road network and travelling by sea is made simple by the ferry connections.

Hotels

The Glasgow Convention Bureau is our official accommodation provider and has negotiated special discounted rates for you. You can find more information on our website.

Contact

For more information please contact:

Christin Herger
Project Manager - Global Events
+49 69 2400 63 286
christin.herger@wan-ifra.org

Website
The Congress Exhibition offers a chance to meet the leading suppliers to the news media industry and discover cutting-edge products, services, and technologies. Our exhibition will be at the launch and exhibition area. Come by and have a look at the newest technologies and products from our exhibitors.

These companies will be exhibiting:

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