

FIPP World Congress Draft Agenda

9-11 October 2017, London

www.fippcongress.com

Exclusive preview for FIPP Members of the working draft

Note: All aspects of the agenda remain subject to change

Day 1, Tuesday, 10 October

| Registration and coffee | | | |
|---------------------------|---|--|---|
| | Main stage | | |
| 09:00-09:15 15 minutes | Welcome Jerzy Baczynski, Editor in Chief and President of the Board, Polityka, and FIPP World Congress Chairman, Poland | | |
| 09:15-09:40 25 minutes | Opening speaker Reserved – details to follow soon | | |
| 09:40-10:00 20 minutes | VIP Interview Reserved – details to follow soon | | |
| 10:00-10:05 5 minutes | Congress announcements Mike Hewitt, Congress Moderator | | |
| 10:05-10:10 5 minutes | Interval | Interval | Interval |
| | Main stage | Specialist stage | Tech Theatre |
| 10:10-10:30 20 minutes | The turnaround of Abril Walter Longo, President, Abril, Brazil | Building events and experiences like Cannes Lions do David Davies, Executive Creative Director, Cannes Lions, UK | Choosing the right tech for the right job Reserved – details to follow soon |
| 10:30-10:50 20 minutes | Building media: next generation operating models for tomorrow Antonella Mei-Pochtler, Senior Partner, Boston Consulting Group, Austria | Using influencer marketing to drive strategic objectives Jenny Tsai, Founder and CEO, Wearisma, UK, and Lillian Betty, Head of Strategic Partnerships, Time Inc. UK, UK | Making sense of Artificial Intelligence Reserved – details to follow soon |
| 10:50-11:20 30 minutes | Panel discussion Rebooting organisations for growth Tom Bureau, CEO, Immediate Media Co., UK Philipp Schmidt, Chief Transformation Officer and MD: Prisma Media Solutions, Prisma Media, France Natasha Christie Miller, Divisional CEO, Ascential, UK Interviewed by Peter Kreisky, Chairman, The Kreisky Media Consultancy, USA | Panel discussion Audience engagement strategies for content brands Genevieve Kunst, MD Europe, Popsugar, UK Marion Mertens, Chief Digital Editor, Paris Match, France One more participant to be announced soon | Panel discussion Making sense of AdTech Rick Welch, VP of Programmatic Advertising, Flipboard, USA More participants to be announced soon |
| 11:20-11:40 20 minutes | Coffee break | Coffee break | Coffee break |
| | Main stage | Specialist stage | Tech Theatre |
| 11:40-12:10 30 minutes | Panel discussion Driving ARPU with direct-from-consumer monetisation strategies Marcus Rich, CEO, Time Inc. UK, UK More participants to be announced soon. | Strategic roadmap for organisational transformation Lucy Küng, Google News Initiative Research Fellow, Reuters Institute for Journalism, Oxford University, UK/Switzerland | Panel discussion Paid content models: Subscription and micro-payment solutions Participants to be announced soon |
| 12:10-12:30 20 minutes | Building subscription revenue Michael Brunt, Chief Marketing Officer and Managing Director: Circulation, The Economist, UK | Characteristics of transformational leadership Kathleen Saxton, CEO and Founder, The Lighthouse | Strategies for efficient cross-platform content production Speaker TBC, Woodwing |

| | | | |
|---------------------------|---|---|--|
| | | Company, UK | |
| 12:30-12:40 10 minutes | Mini break | Mini break | Mini break |
| | Main stage | Specialist stage | Tech Theatre |
| 12:40-13:10 30 minutes | Panel discussion Digital media strategies for legacy media brands Nick Ascheim, Senior VP of Digital, NBC News and MSNBC, USA Steve Maich, SVP Digital Content and Publishing, Rogers Media, Canada Vince Errico, Chief Digital Officer, Trusted Media Brands, USA | Panel discussion Talent acquisition, development and retention Jo Brandl, Director of Human Resources, Immediate Media Co., UK More participants to be announced soon | Panel discussion Data, analytics and developing deeper audience insights Participants to be announced soon |
| 13:10-14:10 60 minutes | Networking lunch | | |
| | Main stage | Specialist stage | Tech Theatre |
| 14:10-14:40 30 minutes | Panel discussion The enduring power of special interest media Yulia Boyle, VP Global Media and Experiences, National Geographic Partners, USA Gerrit Klein, CEO, Ebner Media Group, Germany Jeff Litvack, Chief Operating Officer, Adweek, USA | Panel discussion FIPP and UPM Rising Stars in Global Media winners 3 x winners – to be announced (Visit fipp.com or contact Claire Jones at Claire@fipp.com for more about the Awards) | Drones – marketplace opportunities for media Steven Flynn, CEO and Co-founder, Skytango, Ireland |
| 14:40-15:00 20 minutes | Data as a profit centre Reserved – more detail to follow soon | Partnering to engage millennial audiences on mobile Michael Wodzinski, Editor in Chief, upday, Axel Springer, Poland | The rise of voice interfaces Reserved - more detail to follow soon |
| 15:00-15:30 30 minutes | Panel discussion What next for B2B media Andria Vidler, CEO, Centaur Media, UK Clay Stobaugh, EVP and Chief Marketing Officer, Wiley, USA One more participant to be announced soon Interviewed by Stephan Scherzer, CEO, VDZ, Germany | Panel discussion Advertising and beyond: Strategies for monetising video Angela Buyn, Senior Director International Development and Strategy, Golf Digest, USA More participants to follow soon. | Panel discussion: Digital newsstands as alternative delivery channels to social media platforms Participants to be announced soon |
| 15:30-15:40 10 minutes | Mini break | Mini break | Mini break |
| | Main stage | Specialist stage | |
| 15:40-16:10 30 minutes | Panel discussion The internationalisation strategies of web-native brands Kate Ward, VP International, Refinery 29, UK Jovan Protic, Group Director – Digital Publishing and acting CEO NOIZZ, Ringier Axel Springer Media, Switzerland Julian Childs, Managing Director UK and Europe, UK | Panel discussion Building diversified revenue streams with new add-ons and brand extensions Hans Hamer, Publishing and Managing Director: Automotive, Sports and Consumer Electronics, Axel Springer, Germany More participants to be announced soon | |
| 16:10-16:30 20 minutes | Coffee break | Coffee break | Coffee break |
| | Main stage | Specialist stage | |
| 16:30-17:00 30 minutes | Panel discussion Media in a platform age Anne-Marie Tomchak, UK Editor, Mashable, UK More participants to be announced soon | How Anhui Merchants serve local traders with data, information and analyses Anhui Merchants, China Speaker name to be confirmed | |
| 17:00-17:25 25 minutes | Why brand impact and consumer connection hold the key to media success Wolfgang Blau, President, Condé Nast International, UK | Magazine media innovation Reserved – more details to follow soon | |

| | | | |
|---------------------------|---|----------|----------|
| 17:25-17:30 5 minutes | Interval | Interval | Interval |
| | Main stage | | |
| 17:30-18:00 30 minutes | Innovation in Media World Report Juan Señor, Senior Partner, and John Wilpers, Senior Director USA, Innovation Media Consulting, UK and USA | | |
| 18:00-19:00 | Networking drinks | | |

Day 2, Wednesday, 10 October

| | | | |
|---------------------------|--|--|--|
| | Networking coffee | | |
| | Main stage | | |
| 09:00-09:05 5 minutes | Welcome Mike Hewitt, Congress Moderator | | |
| 09:05-09:30 25 minutes | Opening speaker Reserved – details to follow soon | | |
| 09:30-10:00 30 minutes | Panel discussion Media trust and the future of journalism Participants to be announced soon | | |
| 10:00-10:05 5 minutes | Interval | Interval | Interval |
| | Main stage | Specialist stage | Tech Theatre |
| 10:05-10:25 20 minutes | The consumer of the future Ross Sleight, Chief Strategy Officer, Somo, UK | Why and how magazines form part of Schibsted's overall innovation strategy Andreas Finborud, Publishing Director, Aftenposten, Schibsted, Norway | Innovation in paper Speaker TBC, UPM |
| 10:25-10:45 20 minutes | Future trends for publishers Josh Macht, EVP and Group Publisher, Harvard Business Review, USA | The transformation of Polityka at a time of political upheaval Piotr Zmelonek, Publishing Director, Polityka, Poland | Content recommendation and personalisation Speaker to be announced soon |
| 10:45-11:15 30 minutes | Panel discussion How AI is set to change everything Participants to be announced soon Interviewed by Stephan Scherzer, CEO, VDZ, Germany | From serving utility through to sheer delight: why the BBC Good Food model works around the world Chris Kerwin, Publishing Director, BBC Worldwide, UK | Panel discussion Private advertising marketplaces: Partnering to compete Participants to be announced soon |
| 11:15-11:45 20 minutes | Coffee break | Coffee break | Coffee break |
| | Main stage | Specialist stage | |
| 11:45-12:05 20 minutes | Monetising with seamless cross-device ad targeting Kamakshi Sivaramakrishnan, Founder and CEO, Drawbridge, USA | Audience engagement with ... video Shadi Rahini, Senior Newsgathering Producer, AJ+, USA | |
| 12:05-12:25 20 minutes | Digital advertising is broken. How do we fix it? Johnny Ryan, Head of Ecosystem, PageFair, Ireland | Audience engagement with ... audio Paula Cordeiro, Digital Media Audio Expert, Portugal | |
| 12:35-12:30 5 minutes | Interval | Interval | Interval |
| | Main stage | Specialist stage | Insight Theatre |
| 12:30-12:50 20 minutes | Profiting for brand extensions Scott Dickie, CEO, TEN: The Enthusiast Network, USA | Audience engagement with ... VR Greg Ivanov, Google Lead: Daydream EMEA, UK | Panel discussion Panel: Measuring the true impact of magazine media across platforms |
| 12:50-13:10 20 minutes | Cross-platform audience engagement strategies to deliver superior event and award programmes Deepak Lamba, CEO, Worldwide Media, The Times of India Group, | Audience engagement with ... AR Greg Cornelius, Managing Director, Modn Media, Singapore | Yolanda Ausín, General Manager, Asociación de Revistas de Información (ARI), Spain Linda Thomas Brooks, CEO, MPA, USA |

| | | | |
|---------------------------|---|---|--|
| | India | | More participants to be announced |
| 13:10-14:10 60 minutes | Networking lunch | | |
| | Main stage | Specialist stage | Insight Theatre |
| 14:10-14:40 30 minutes | Panel discussion What next for digital advertising in a market dominated by Google and Facebook? James Wildman, President and CEO, Hearst Magazines UK, UK More participants to be announced soon | User Experience (UX) as a competitive advantage Matt Sanchez, Co-founder and CEO, Say Media, USA | Results from native ad survey for magazine media 2017 Jesper Laursen, CEO, Native Advertising Institute, Denmark |
| 14:40-15:00 20 minutes | Strategies for building native advertising audience trust Carla Faria, Director of Content, The Foundry, UK | The Business of Fashion – from blog to full-scale media business Nick Blunden, Chief Commercial Officer, The Business of Fashion, UK | Award-winning magazine media research FIPP Insight Award 2017 winner (Visit fipp.com or contact Helen Bland at Helen@fipp.com for more on the Awards) |
| 15:00-15:20 20 minutes | Heads up: the enduring power of magazine media Linda Thomas Brooks, CEO, MPA, USA | Advertising partnerships and the new magazine ecosystem: Turning the revenue model on its head through innovation Jacquie Loch, VP & Group Publisher, St. Joseph Media, Canada | Award-winning magazine media research FIPP Insight Award 2017 winner (Visit fipp.com or contact Helen Bland at Helen@fipp.com for more on the Awards) |
| 15:20-15:40 20 minutes | Coffee break | Coffee break | Coffee break |
| | Main stage | Specialist stage | |
| 15:40-16:10 30 minutes | Panel discussion Editorial strategies for multi-platform storytelling Gina Johnson, Editorial Director, Motivate Publishing, UAE More participants to be announced soon Interviewed by Barry McIlheney, CEO, PPA, UK | When print trumps digital: launching and building an international print business in the digital age Lisa Messenger, CEO and Allan Fletcher, COO, The Collective Hub, Australia | |
| 16:10-16:30 20 min | How Businessweek plays an integral role in Bloomberg's overall media strategy Megan Murphy, Editor, Bloomberg Businessweek, USA | Utilising the power of 'touch and feel' in a world of 'swipe and scroll' Christian Kallenberg, Consultant, We Like Mags, Germany | |
| 16:30-16:35 5 minutes | Coffee break | Coffee break | Coffee break |
| | Main stage | | |
| 16:35-17:05 30 minutes | Panel discussion Next frontiers for growth Mike Federle, President and Chief Operating Officer, Forbes, USA | | |
| 17:05-17:15 10 minutes | FIPP World Congress 2019 announcement Close | | |

Contact Cobus Heyl if you have questions/suggestions re the agenda or speakers at cobus@fipp.com.