

FIPP WORLD CONGRESS LONDON

9-11 OCTOBER



Tobacco Dock, London

fippcongress.com

Draft agenda

As of 4 September 2017

Note: agenda remains subject to change

DAY 0, Monday 9 October

Opening Banquet, starts 7 pm to late

DAY 1, Tuesday 10 October

Channel moderators:

- Main stage: Mike Hewitt, MD, Aداugeo Media, UK
- Specialist stage: Carolyn Morgan, Founder, Penmaen Media, UK
- Innovation and Insight Theatre: Nikolay Malyarov, Chief Content Officer and General Counsel, PressReader, Canada

Time	Main Stage	Specialist Stage	Innovation Theatre
08:00-09:00 60 minutes	Networking Coffee		
08:45-09:00 15 minutes	Audience call Mike Hewitt, MD, Aداugeo Media, UK		
09:00-09:20 20 minutes	Welcome to London We kick off the Congress with a quick welcome and overview of the state of the industry. James Hewes, President and CEO, FIPP, and Jerzy Baczynski, Editor in Chief and President of the Board, Polityka, and FIPP World Congress Chairman, Poland		

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09:20-09:40 20 minutes	<i>Business models</i> A blueprint for the future Recognised as one of Britain's most dynamic and agile publishers, Dennis continues to inspire, inform and entertain audiences with multiple award-winning brands across platforms. Here Dennis CEO and PPA Chairman James Tye sets out his roadmap to success for the publishing industry. James Tye, CEO of Dennis and Chairman of PPA, UK		
09:40-10:00 20 minutes	<i>Business models</i> Globalise your niche: Building Vogue International Global publishers increasingly have to navigate the emerging 'world of two internets' – the American-run Google-Apple-Facebook-Amazon and Chinese-run Baidu-Alibaba-Tencent. Using examples from his time with The Guardian and now Condé Nast International, with particular reference to the Vogue International project, Wolfgang Blau explains how this impacts on strategies for building global brands today. Wolfgang Blau, President, Condé Nast International, UK		
10:00-10:05 5 minutes	Interval	Interval	Interval
	Main stage	Specialist stage	Innovation Theatre
10:05-10:25 20 minutes	<i>Transformation</i> Rewriting the script at Abril Brazil's Abril has undergone dramatic transformation with truly inspiring results and lessons for all publishers irrespective of market shape or size. Walter Longo is here to tell you more. Walter Longo, President, Abril, Brazil	<i>Innovation in magazines</i> What a children's magazine can teach us about the future of print In two short years since a 2015 launch, The Week Junior got 50,000 children to read news... in print. Join Kerin O'Connor as he shares the story, and explains to us what children can teach us about the future of print. Kerin O'Connor, Chief Executive, The Week, UK	<i>Revenues: Content</i> New revenue streams for the new world Meredith's Larry Sommers explains how the US giant overhauled its content licensing model to make it a significant proportion of the company's financial performance. Larry Sommers, VP: Content Licensing, Meredith, USA
10:25-10:55 30 minutes	<i>Transformation</i> <i>Panel discussion</i> Reboot 2.0: Embracing the future Industry leaders share their experiences of transforming their organisations – as well as their guidance for building a prosperous future for the publishing industry. Philipp Schmidt, Chief Transformation Officer and MD: Prisma Media Solutions, Prisma Media, France Tom Bureau, CEO, Immediate Media Co., UK Natasha Christie Miller, Divisional CEO, Ascential, UK Interviewed by Peter Kreisky, Chairman, The Kreisky Media Consultancy, USA	<i>Audience engagement: Events</i> <i>Deep-dive</i> Building event experiences audiences love The mastermind behind building programmes for events such as Cannes Lions is here to share insights and ideas on how to create and deliver events that truly enhance the audience experience. David Davies, Executive Creative Director, Cannes Lions, UK	<i>Revenues: Advertising</i> <i>Deep-dive</i> Making sense of AdTech To what extent are automated ad-buying tools and other adtech developments the future of the industry? How do you choose between the myriad of options available? Flipboard's Rick Welch explores the world of adtech and shares his thoughts on navigating an abundance of choice. Rick Welch, VP of Programmatic Advertising, Flipboard, USA
10:55-11:15 20 minutes	Coffee break	Coffee break	Coffee break

	Main stage	Specialist stage	Innovation Theatre
11:15-11:45 30 minutes	<p><i>Special Interest media</i> <i>Panel discussion</i></p> <p>The enduring power of special interest media</p> <p>Industry experts discuss why special-interest brands not only continue to command loyalty from audiences and commercial partners, but also why they are uniquely suited to the future in a multi-platform world.</p> <p>Yulia Boyle, VP Global Media and Experiences, National Geographic Partners, USA</p> <p>Gerrit Klein, CEO, Ebner Media Group, Germany</p> <p>Jeff Litvack, Chief Operating Officer, Adweek, USA</p> <p>Interviewed by Mike Hewitt, Managing Director, Adageo Media</p>	<p><i>Audience engagement: Platforms</i> <i>Panel discussion</i></p> <p>How to engage an audience</p> <p>From Facebook to Snapchat and beyond – we discuss how different platforms can help you build and engage dedicated audiences.</p> <p>Genevieve Kunst, MD Europe, Popsugar, UK</p> <p>Marion Mertens, Senior Digital Editor, Paris Match, France</p> <p>Interviewed by Carolyn Morgan, Founder, Penmaen Media</p>	<p><i>Innovation in paper</i> <i>Deep-dive</i></p> <p>What paper innovation trends can teach you</p> <p>Find out what publishers can learn from UPM's innovation in paper... and the growth areas for print such innovations establish – sometimes with surprising results, in surprising sectors.</p> <p>Speaker to be confirmed, UPM</p>
11:45-11:50 5 minutes	Interval	Interval	Interval
	Main stage	Specialist stage	Innovation Theatre
11:50-12:10 20 minutes	<p><i>Special Interest media</i></p> <p>Profiting from brand extensions</p> <p>Scott Dickey shares ideas on how to grow your brand and maximise profitability through brand extensions.</p> <p>Scott Dickey, CEO, TEN: The Enthusiast Network, USA</p>	<p><i>Transformation</i></p> <p>Publishing in turbulent times</p> <p>How a tight relationship with its audience, cutting edge thinking and agile innovation help Polish news magazine Polityka transform at a time of severe market and political disruption.</p> <p>Piotr Zmelonek, Publishing Director, Polityka, Poland</p>	<p><i>Innovation in print</i></p> <p>The power of 'touch & feel' in a world of 'swipe & scroll'</p> <p>The different roles of print and digital – and why and how, with innovation, print can remain integral to many multi-platform strategies.</p> <p>Christian Kallenberg, Consultant, We Like Mags, Germany</p>
12:10-12:30 20 minutes	<p><i>Special Interest media</i></p> <p>Digital media strategies for special interest brands</p> <p>Vince Errico offers insight into the digital media strategies of Trusted Media Brands, home not only of Reader's Digest but several special interest brands.</p> <p>Vince Errico, Chief Digital Officer, Trusted Media Brands, USA</p>	<p><i>Transformation</i></p> <p>Characteristics of transformational leadership</p> <p>As CEO and Founder of The Lighthouse Company, a recruiter of senior talent, Kathleen Saxton has deep insight into what sets the best from the rest when it comes to leading strategic organisational change.</p> <p>Kathleen Saxton, CEO and Founder, The Lighthouse Company, UK</p>	<p><i>Innovation in production</i></p> <p>Strategies for efficient cross-platform content production</p> <p>Woodwing's Leonie May shares strategies for producing content that plays across platforms.</p> <p>Leonie May, Product Marketing Manager (Enterprise), Woodwing, The Netherlands</p>
12:30-12:35 5 minutes	Interval	Interval	Interval
	Main stage	Specialist stage	Innovation Theatre
12:35-13:05 30 minutes	<p><i>Brand development</i> <i>Panel discussion</i></p> <p>Strategies for taking web-native brands global</p> <p>Achieving the successful internationalisation of web-based brands.</p> <p>Julian Childs, Managing Director UK and Europe, UK</p> <p>Sam Baker, Co-founder, CEO and Editor, The Pool, UK</p> <p>Jovan Protic, Group Director – Digital Publishing and acting CEO NOIZZ, Ringier Axel Springer Media, Switzerland</p> <p>Interviewed by Laurie Benson, CEO, Upnexxt</p>	<p><i>Transformation</i> <i>Deep-dive</i></p> <p>Strategic roadmap for organisational transformation</p> <p>In an era of rapid change, organisational transformation has never been more important. But how do you get it right? Lucy Küng shares a roadmap created from research with many of the world's most cutting edge media organisations.</p> <p>Lucy Küng, Google News Initiative Research Fellow, Reuters Institute for Journalism, Oxford University, Switzerland</p>	
13:05-14:05 60 minutes	Networking lunch	Networking lunch	Networking lunch

	Main stage	Specialist stage	Innovation Theatre
14:05-14:35 30 minutes	<p><i>Revenues: Audience</i> <i>Panel discussion</i></p> <p>Maximising audience revenue In a competitive advertising climate, drawing revenues direct from the audience can make or break your brand. Our experts discuss strategies for success. Marcus Rich, CEO, Time Inc. UK, UK Andria Vidler, CEO, Centaur Media, UK Interviewed by James Hewes, President and CEO, FIPP</p>	<p><i>Brand development</i> <i>Panel discussion</i></p> <p>Building multi-platform international brands How do you build a multi-platform magazine media brand that appeals across borders? We look at ongoing developments in brand internationalisation models. Arnaud de Saint Simon, CEO, Psychologies Magazine, France Tim Hudson, Director of Licensing and Syndication, Immediate Media Co., UK Interviewed by Laurie Benson, CEO, Upnext</p>	<p><i>Market innovation: newsstands</i> <i>Panel discussion</i></p> <p>Have digital editions reached a dead end? Does the rise of social platforms and changing audience habits mean that digital editions have reached a dead end? Where are newsstands innovating? And what does it mean for publishers? Nikolay Malyarov, Chief Content Officer and General Counsel, PressReader, Canada Interviewed by Jim Bilton, Managing Director, Wessenden Marketing, UK</p>
14:35-14:55 20 minutes	<p><i>Revenues: Subscriptions</i></p> <p>Building subscription revenue How The Economist has made subscription revenues the most profitable component of its overall revenues – and what your business can learn from it. Michael Brunt, Chief Marketing Officer and Managing Director: Circulation, The Economist, UK</p>	<p><i>Innovation in magazines</i></p> <p>Putting print at the heart of innovation Print magazines are central to digital-led Norwegian media company Schibsted's innovation strategy. Publishing Director Andreas Finborud explains why. Andreas Finborud, Publishing Director, Aftenposten, Schibsted, Norway</p>	<p><i>Market innovation: ecommerce</i></p> <p>How to build a content-to-commerce play Ebner Media has transformed from pure content publisher to content-to-commerce play. Chief Innovation Officer Dominik Grau explains how. Dominik Grau, Chief Innovation Officer, Ebner Media Group, Germany</p>
14:55-15:15 20 minutes	<p><i>Revenues: Subscriptions</i></p> <p>Building a pureplay subscription business for the modern world Geoff Ramsey shares eMarketer's strategy for developing a pureplay subscription business from the ground up Geoff Ramsey, Chairman and Chief Innovation Officer, eMarketer, USA</p>	<p><i>Innovation in magazines</i></p> <p>A model for a multi-platform world Today, we all have to think about developing content that will delight audiences in a multi-platform world. Hear how 31-year-old Global Views, one of Chinese Taipei's most influential magazines, found success with their "IMBA (Internet, Magazines, Books and Activities) model". Ma-li Yang, President and Editor-in-Chief, Global Views Magazine, Chinese Taipei</p>	<p><i>Market innovation: drones</i></p> <p>If drones are in your future... Drones are helping media brands create better video content – cheaper and faster. But how do you make sure you are doing it right – and in a safe way? Steven Flynn, CEO and Co-founder, Skytango, Ireland</p>
15:15-15:20 5 minutes	Interval	Interval	Interval
	Main stage	Specialist stage	Innovation Theatre
15:20-15:50 30 minutes	<p><i>Brand development</i> <i>Panel discussion</i></p> <p>Media in a platform age With the rise of platforms driving changes in audience engagement, our experts map out the future of branded media and establishing direct relationships with audiences. Anne-Marie Tomchak, UK Editor, Mashable, UK Kalli Purie, Group Editorial Director, The India Today Group, India Interviewed by Mike Hewitt, Managing Director, Adageo Media</p>	<p><i>Innovation in magazines</i></p> <p>Multiplying audience touch points to serve markets How Anhui serves local traders with data, analyses, journalism and events. Han Xindong, Founder of Anhui Huishang Media and Chief Editor of Anhui Business Magazine, China <i>Presentation is in Mandarin with consecutive English translation</i></p>	<p><i>Revenues: Paid content</i> <i>Deep-dive</i></p> <p>Creating content people will pay for In this session, Vindicia will release findings of yearlong research into the paid content strategies of top publishers. Learn what others are doing, and hear further insight on the state of play through the trends Vindicia sees across its platform day by day. Kris Nagel, CEO, Vindicia, USA</p>
15:50-16:20 30 minutes	Coffee break	Coffee break	Coffee break

	Main stage	Specialist stage	Innovation Theatre
16:20-16:40 20 minutes	<p><i>Perspective: Publishing strategy</i> Are we at the end of scale as a publishing strategy? Large publishers are increasingly launching special interest verticals to make a better play of the web. Nick Ascheim explains why. Nick Ascheim, Senior VP of Digital, NBC News and MSNBC, USA</p>	<p><i>Innovation in magazines</i> Building record-breaking audiences and revenues Join BBC Worldwide's Chris Kerwin as he explains BBC Good Food's recipe for building record-breaking audiences and revenues. Chris Kerwin, Publishing Director, BBC Worldwide, UK</p>	<p>More details to follow.</p>
16:40-17:00 20 minutes	<p><i>Perspective: Media models</i> Next generation operating models for tomorrow's media Antonella Mei-Pochtler from Boston Consulting Group sets out to explain what will drive operating models for the next generation of media industry. Antonella Mei-Pochtler, Senior Partner, Boston Consulting Group, Austria</p>	<p><i>Innovation in magazines</i> Monetising special interest content, effectively The Nordic region's largest special-interest publisher sets out how to maximise revenues from special-interest content – including publishing in multiple languages simultaneously and a systematic approach to re-edit, re-pack, and re-publish content in various print and digital formats. Jens Henneberg, EVP and Editorial Director, Bonnier Publications, Denmark</p>	<p><i>Audience engagement: Content</i> Engaging audiences with targeted communication Learn how to engage audiences with multi-language, multi-channel, personalised content Speaker TBC, Censhare</p>
17:00-17:20 20 minutes	<p><i>Perspective: Where FB invests</i> <i>Interview</i> How Facebook sees the world FIPP President and CEO James Hewes talks to Facebook's Patrick Walker about the company's key investment areas for future growth and what it means to you. Patrick Walker, Director of Media Partnerships EMEA, Facebook, UK Interviewed by James Hewes, President and CEO, FIPP</p>	<p><i>Innovation in magazines</i> Ad-revenue models for a new world Advertising partnerships and the new magazine ecosystem: Jacqui Loch explains how St. Joseph Media turned the revenue model on its head with its <i>Fashion</i> brand. Jacquie Loch, VP & Group Publisher, St. Joseph Media, Canada</p>	<p><i>Audience engagement: Events</i> The future of event experiences, engagement and reach As ideas, apps and innovations continue to explode on to the scene, event professionals must decide both which technologies to implement to improve attendee experience and to deepen engagement and reach. Learn how emerging technologies including social, AR and video-enabled beacons can help you achieve this. Nick Tinker, Business Development Manager, CrowdCompass, UK</p>
17:20-17:25 5 minutes	Interval	Interval	Interval
	Main stage	Specialist stage	Innovation Theatre
17:25-17:30 5 minutes	<p><i>Awards</i> Presentation of UPM and FIPP Rising Stars Awards Presented by UPM and James Hewes, President and CEO, FIPP</p>		
17:30-18:00 30 minutes	<p><i>Innovation</i> Get on board the Innovation Express The authors of FIPP's annual Innovation World Report take us on a tour of top media innovations around the world implemented by companies such as yours. Juan Señor, Senior Partner, and John Wilpers, Senior Director USA, Innovation Media Consulting, UK and USA</p>		
18:00-19:30 90 minutes	Networking Drinks	Networking Drinks	Networking Drinks

DAY 2, Wednesday 11 October

Channel moderators:

- Main stage: Mike Hewitt, MD, Aداugeo Media, UK
- Specialist stage: Carolyn Morgan, Founder, Penmaen Media, UK
- Innovation and Insight Theatre: Nikolay Malyarov, Chief Content Officer and General Counsel, PressReader, Canada

08:00-09:00 60 minutes	Networking Coffee		
Time	Main Stage	Specialist Stage	Innovation Theatre
08:45-09:00 15 minutes	Audience call and welcome Mike Hewitt, MD, Aداugeo Media, UK		
09:00-09:20 20 minutes	<i>Business models</i> Magazine media in 2020 G+J chief Julia Jäkel considers what the industry might look like 3 years from now, and the steps you need to take to get there. Julia Jäkel, Chief Executive Officer, Gruner + Jahr, Germany		
09:20-09:50 30 minutes	<i>Perspective: Politics</i> <i>Panel discussion</i> Navigating politically turbulent times Around the world, media are faced with a number of political challenges – from access to markets to attacks on media credibility, from curbs on press freedom to lack of public trust. How should we hold governments to account while serving the best interest of our audiences? Aroon Purie, Chairman, The India Today Group, India Jerzy Baczynski, Editor in Chief and President of the Board, Polityka One more participant to be announced. Interviewed by Juan Señor, Senior Partner, Innovation Media Consulting, UK		
09:50-09:55 5 minutes	<i>Awards</i> Presentation of FIPP Insight Awards James Hewes, President and CEO, FIPP		
09:55-10:00 5 minutes	Interval	Interval	Interval
	Main stage	Specialist stage	Innovation Theatre
10:00-10:20 20 minutes	<i>Perspective: Trends</i> The consumer of the future Somo helps brands understand how tech adoption occurs, how it impacts behaviour and culture and what they should make of such changes. Ross Sleight is here to set out what consumers of tomorrow will want, and how you could satisfy them. Ross Sleight, Chief Strategy Officer, Somo, UK	<i>Brand development</i> Developing User Experience (UX) as a competitive brand advantage In a world of abundant choice, developing superior user experience can provide brands with an edge. Matt Sanchez shares insights and tips. Matt Sanchez, Co-founder and CEO, Say Media, USA	

10:20-10:40 20 minutes	<p><i>Perspective: Tapping trends</i> Future trends for publishers Josh Macht identifies trends that will be most important for publishers moving forward, and explains why and how HBR is already into the act on these trends today.</p> <p>Josh Macht, EVP and Group Publisher, Harvard Business Review, USA</p>	<p><i>Brand development</i> How unleashing the power of 360° audience engagement can help build your journalism brand The power between platforms, publishers and audiences may have shifted, but the process of making great journalism has not. Learn how to unleash the power of 360° audience engagement.</p> <p>Ellen Mayer, Engagement Consultant, Hearken, USA</p>	
10:40-11:00 20 minutes	<p><i>Perspective: Tapping trends</i> How to capitalise on a megatrend Learn how Auto Bild used the emerging megatrend of 'connected cars' to create compelling content across platforms – in a way that opened up new revenue streams.</p> <p>Hans Hamer, Publishing and Managing Director: Automotive, Sports and Consumer Electronics, Axel Springer, Germany</p>	<p><i>Brand development</i> From blog to international media business Nick Blunden explains how The Business of Fashion grew from blog to professional and successful international media business. He shares lessons along the way and discusses plans for further expansion.</p> <p>Nick Blunden, Chief Commercial Officer, The Business of Fashion, UK</p>	
11:00-11:20 20 minutes	Coffee break	Coffee break	Coffee break
	Main stage	Specialist stage	Insight Theatre
11:20-11:50 30 minutes	<p><i>Revenues: Advertising Panel discussion</i> Advertising in the era of Google and Facebook The duopoly of Facebook and Google are creating huge shifts in where advertising budgets go. What does this mean for publishers, brands, and agencies?</p> <p>James Wildman, President and CEO, Hearst Magazines UK, UK One more participant to be announced. Interviewed by Mike Hewitt, MD of Aداugeo Media, UK</p>	<p><i>Brand development Deep-dive</i> How to make more out of Facebook Join Facebook's Karla Geci as she discusses how a quality content-led approach can unlock meaningful engagement <i>and</i> monetisation opportunities on the platform.</p> <p>Karla Geci, Strategic Media Partnerships, Facebook, UK</p>	<p><i>FIPP Insight: Talent Panel discussion</i> Finding and keeping good people Today's media businesses have to compete for talent with innovative tech and other companies in the mix. Our experts discuss how to acquire, retain and manage quality talent through a combination of culture, workplace, diversity and development programmes.</p> <p>Duncan Tickle, MD: Advertising and International, Immediate Media Co., UK Peter Kreisky, Chairman, The Kreisky Media Consultancy, USA Joanna Abeyie, Managing Director, Hyden Talent, UK Interviewed by James Hewes, CEO and President, FIPP</p>
11:50-11:55 5 minutes	Interval	Interval	Interval
	Main stage	Specialist stage	Insight Theatre
11:55-12:15 20 minutes	<p><i>FIPP Insight: Native Ad Survey</i> Top native advertising trends in magazine media Jesper Laursen launches the results from FIPP and Native Advertising Institute's annual survey into native advertising trends in magazine media around the world, highlighting core lessons from the results for everyone to know.</p> <p>Jesper Laursen, CEO, Native Advertising Institute, Denmark</p>	<p><i>Perspective: Emerging tech</i> Content for the voice-activated world Conversation is shifting. Hear from Google's Alice Zimmerman as she looks at trends, best practices and new approaches for creating content that maximises the potential of the voice-enabled world.</p> <p>Alice Zimmerman, Global Product Partnerships, Google, USA</p>	<p><i>UPM and FIPP Rising Stars Introduction</i> Introduction of UPM and FIPP's Rising Stars Awards UPM and James Hewes, President and CEO of FIPP explain why we support rising stars in the industry and introduce our 2018 winners. This is followed by a panel discussion with the winners. <i>[10 minutes]</i></p>

12:15-12:35 20 minutes	<p><i>Revenues: Advertising</i> Building native advertising that audiences trust Carla Faria, Director of Content, The Foundry, sets out strategies for creating engaging native content in a world where audiences must trust what they read, view and/or hear. Carla Faria, Director of Content, The Foundry, UK</p>	<p><i>Perspective: Emerging tech</i> Why AR is set to present powerful opportunities for publishers The digital landscape for publishers is shifting again. The emerging technologies of IoT, AI and AR bring a new set of risks and opportunities. Greg Cornelius has previously argued that 'the Internet of Things is a new electronic medium', and that 'Augmented Reality is the 'emerging presentation channel of the new medium'. He shares ideas for getting ahead of the curve to profit as the landscape changes. Greg Cornelius, Managing Director, Modn Media, Singapore</p>	<p><i>Panel discussion</i> How will UPM and FIPP's Rising Star Awards winners take media forward? We talk with the next generation of media leaders for their views on how we should take the industry forward. Rising Stars Award winners to be announced Interviewed by James Hewes, President and CEO of FIPP <i>[30 minutes]</i></p>
12:35-12:55 20 minutes	<p><i>Revenues: Advertising</i> Creating better ad experiences across devices Using machine learning to spearhead better cross-device ad experiences for the user. Kamakshi Sivaramakrishnan, Founder and CEO, Drawbridge, USA</p>	<p><i>Perspective: Emerging tech</i> Daydream for publishers: where Google is going People are increasingly consuming content in new formats via new channels. Virtual Reality gives publishers a whole new way to tell stories, and immerse readers in experiences that matter to their lives every day. Daydream is Google's platform for high quality mobile virtual reality. Hear from Greg Ivanov on its evolution, why it's important for publishers, and lessons learnt as we look at what's coming next in the VR space. Greg Ivanov, Google Lead: Daydream EMEA, UK</p>	
12:55-13:45 50 minutes	Networking lunch	Networking lunch	Networking lunch
	Main stage	Specialist stage	Insight Theatre
13:45-14:15 30 minutes	<p><i>Perspective: Artificial Intelligence</i> <i>Panel discussion</i> How AI is set to impact media The conversation about Artificial Intelligence is one of the most important in the world today. Get an overview of the risks, challenges and opportunities. Francesco Marconi, Manager: Strategy and Development, Associated Press, USA Martha Stone, CEO, World Newsmedia Network, USA Alice Zimmerman, Global Product Partnerships, Google, USA Interviewed by Stephan Scherzer, CEO, VDZ, Germany</p>	<p><i>Revenues: Video</i> <i>Panel discussion</i> Monetising video Our panel discusses ways in which you can make money from the explosion of video. Angela Byun, Senior Director International Development and Strategy, Golf Digest, USA Kristin Cardwell, Director of International Strategy and Development, Refinery29, UK Andrew Crofoot, Head of Digital Distribution and Partnerships, Endemol Shine Group, UK Interviewed by Laurie Benson, CEO, Upnexxt</p>	<p><i>FIPP Insight: Measurement</i> <i>Panel discussion</i> Measuring the true impact of magazine media across platforms The impact of magazine media transcends beyond a single channel. Work in reflecting this impact to the wider world continues in many markets. We hear from three. The conversation includes Magnetic, overall winner of FIPP's 2017 Insight Awards and MPA, winner in 2016. Sue Todd, CEO, Magnetic, UK Linda Thomas Brooks, CEO, MPA, USA Yolanda Ausin, General Manager, Asociación de Revistas de Información (ARI), Spain Interviewed by Esther Braspenning, Content and Media Knowledge Manager, The Ppress, Belgium</p>
14:15-14:20 5 minutes	Interval	Interval	Interval
	Main stage	Specialist stage	Insight Theatre

14:20-14:40 20 minutes	<i>Brand development</i> Finding audiences through brand campaigns How to develop audience reach, engagement and value through multi-platform brand campaigns Deepak Lamba, CEO, Worldwide Media, The Times of India Group, India	<i>Mobile generation</i> How emotion helps you win with video made for social No matter how light-hearted or serious the topic of your journalism, using <i>emotion</i> in your storytelling will help you win on social, time and again. Shadi Rahimi shares AJ+'s blueprint for social media success. Shadi Rahimi, Senior Newsgathering Producer, AJ+, USA	<i>FIPP Insight: Research Deep-dive</i> Live the passion "We love the link made between passion and magazines," judges said in awarding Time Inc. UK and Crowd DNA gold in the 2017 Insight Awards for their <i>Live the Passion</i> study. Hear from Jennifer Dunleavy and Richard Thomas what the study found, and why it is welcome news for the industry as a whole. Jennifer Dunleavy, Creative Media Manager, and Richard Thomas, Head of Ad Insight, Time Inc. UK
14:40-15:00 20 minutes	<i>Brand development</i> Why Bloomberg Media put Businessweek at the heart of its media strategy Businessweek is a central tenet in Bloomberg's overall media strategy. Megan Murphy shares the inside story. Megan Murphy, Editor, Bloomberg Businessweek, USA	<i>Mobile generation</i> Mobile success How Axel Springer partnered with Samsung to reach audiences in a way they want to be reached – through mobile. Michael Wodzinski, Editor in Chief, upday, Axel Springer, Poland	
15:00-15:20 20 minutes	Coffee break	Coffee break	Coffee break
	Main stage	Specialist stage	Insight Theatre
15:20-15:50 30 minutes	<i>The power of stories Panel discussion</i> What next for storytellers? Today's storytellers have more ways than ever to inspire audiences. Our panel of top editors share their expertise and tell us what excites them about the future. Gina Johnson, Editorial Director, Motivate Publishing, UAE Erin Doherty, Editor in Chief, ELLE France, France Mark Frith, Editor, RadioTimes, UK Interviewed by Barry McIlhenny, CEO, PPA, UK	<i>Perspective: The rise of influencers Deep-dive</i> The power of influencers Partnering with recognised influencers can help you expand the impact of your brand. Jenny Tsai and Lillian Betty share the dos and don'ts. Jenny Tsai, Founder and CEO, Wearisma, UK, and Lillian Betty, Head of Strategic Partnerships, Time Inc. UK, UK	
15:50-16:10 20 minutes	<i>The power of magazine media</i> The enduring power of magazine media Magazine media continues to provide powerful opportunities for advertisers. Linda Thomas Brooks, CEO, MPA, challenges conceptions to the contrary and addresses why magazine media have continued, enduring power. Linda Thomas Brooks, CEO, MPA, USA	<i>Perspective: The rise of 'WeMedia'</i> What user innovation on WeChat can teach publishers How the rise of WeChat and 'WeMedia' impacts media in China – and what publishers can learn from it. Rui (Yuri) Ou, Founder, Linkup China, UK/China	
16:10-16:15	Interval	Interval	Interval
	Main stage	Specialist stage	Insight theatre
16:15-16:45 30 minutes	<i>Perspective: Future growth Panel discussion</i> Next growth areas for media Our experts talk industry growth. Where is it going to come from, what are the top opportunities, and where are the rich investment areas? Ralph Büchi, COO of the Ringier Group and CEO of Ringier Axel Springer Switzerland, Switzerland		

	<p>Zillah Byng-Thorne, CEO, Future Publishing, UK Mike Federle, President and Chief Operating Officer, Forbes, USA Interviewed by James Hewes, President and CEO, FIPP</p>	
<p>16:45-17:00 15 minutes</p>	<p>Congress close and announcement of new FIPP Chairman We bring the 41st FIPP World Congress to a close with the announcement and handover of FIPP's chairmanship for the next 2 years. James Hewes, President and CEO, FIPP, and Erwin Fidelis Reisch, President and CEO, Gentner Verlag and current FIPP Chairman</p>	