

FIPP World Congress Draft Agenda

As of 22 May 2017

Note: Agenda remains 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		
09:40-10:00 20 minutes	VIP Interview Reserved		
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
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
10:50-11:20 30 minutes	Panel discussion Rebooting organisations for growth / Embracing the Future 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 Engaging audiences through the journalism funnel – before, during and beyond publishing Genevieve Kunst, MD Europe, Popsugar, UK Marion Mertens, Senior Digital Editor, Paris Match, France Ellen Mayer, Engagement Consultant, Hearken, USA	Making sense of AdTech Rick Welch, VP of Programmatic Advertising, Flipboard, USA
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.	Strategic roadmap for organisational transformation Lucy Küng, Google News Initiative Research Fellow, Reuters Institute for Journalism, Oxford University, UK/Switzerland	Panel discussion Subscription management and micro-payment tech options
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 Company, UK	Strategies for efficient cross-platform content production Speaker TBC, Woodwing
12:30-12:40 10 minutes	Mini break	Mini break	Mini break
	Main stage	Specialist stage	Tech Theatre
12:40-13:10	Panel discussion	Panel discussion	Panel discussion

30 minutes	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	Talent acquisition, development and retention Jo Brandl, Director of Human Resources, Immediate Media Co., UK More participants to be announced.	Data, analytics and developing deeper audience insights
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 Geoff Ramsay, Chairman and Chief Innovation Officer, eMarketer, USA	Partnering to engage millennial audiences on mobile Michael Wodzinski, Editor in Chief, upday, Axel Springer, Poland	The rise of voice interfaces
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 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 be announced.	Panel discussion Digital newsstands as alternative delivery channels to social media platforms
15:30-15:40 10 minutes	Mini break	Mini break	Mini break
	Main stage	Specialist stage	Tech Theatre
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.	Panel discussion Have digital editions reached a dead-end?
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 the age of the duopoly Anne-Marie Tomchak, UK Editor, Mashable, UK More participants to be announced.	How Anhui serve local traders with data, information and analyses, and live events Han Xindong, Founder of Anhui Huishang Media and Chief Editor of Anhui Business Magazine, China	
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	
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, 11 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		
09:30-10:00 30 minutes	Panel discussion Media trust and the future of journalism Aroon Purie, Chairman, The India Today Group, India More participants to be announced. Interviewed by Juan Señor, Senior Partner, Innovation Media Consulting, UK		
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
10:45-11:15 30 minutes	Panel discussion How AI is set to change media Francesco Marconi, Manager: Strategy and Development, Associated Press, USA More participants to be announced. 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
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 display 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	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,

	Media, The Times of India Group, India		USA Sue Todd, CEO, Magnetic, UK
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 advertising in a market increasingly dominated by Google and Facebook? James Wildman, President and CEO, Hearst Magazines UK, UK More participants to be announced.	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 Erin Doherty, Editor in Chief, ELLE France, France One more participant to be announced soon. Interviewed by Barry McIlhenny, CEO, PPA, UK	Launching and building an international print business in the digital age – an omni-channel approach 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 media growth Julia Jäkel, Chief Executive Officer, Gruner + Jahr, Germany Mike Federle, President and Chief Operating Officer, Forbes, USA More participants to be announced soon.		
17:05-17:15 10 minutes	FIPP World Congress 2019 announcement Close		