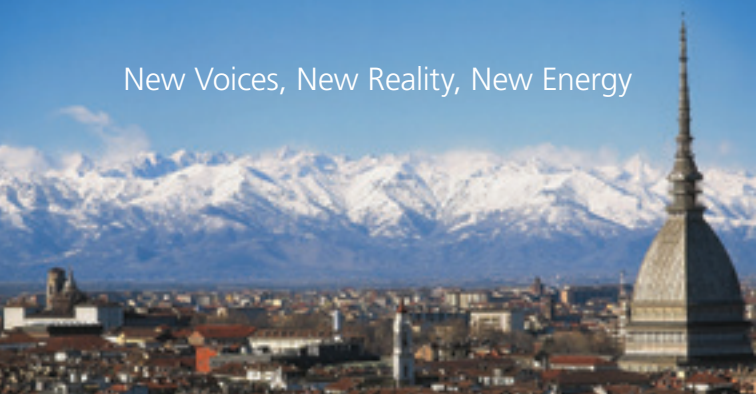


New Voices, New Reality, New Energy



www.wan-ifra.org/torino2014

66th World Newspaper Congress

21st World Editors Forum

9-11 June 2014



24th World Advertising Forum



Themed events
and roundtables



The Info
Services Expo

Social
Events



The Energy
Lounge



OVERVIEW

The meetings will take place at the
Lingotto Conference Centre Via Nizza 280,
10126 Torino, Italy

Languages:

World Newspaper Congress: **(English/Italian/Spanish/Japanese)**

World Editors Forum: **(English/Italian/Spanish)**

World Advertising Forum: **(English/Italian/Spanish)**

Get your headsets at registration area.

Channels: 1-Italian 2-English 3-Spanish 4-Japanese

Special interest events:

Sunday 8: Press Freedom Round Table

Sunday 8: Editors Masterclass

Tuesday 10: Breakfast break-out session "See the unseen"
by *Mather Economics*

Tuesday 10: Lunch break-out session "Why Small Matters"

English

Special interest events Sala Madrid Tuesday 10:

The IP & Copyright debate

Rights in conflict with freedom of expression

Lunch break-out session "Online ethics"

Value of the industry

English/Italian

WIFI INFO

Log in to "Centro Congressi Lingotto"

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Wifi is brought to you by: **NEWSCYCLE Solutions** (p42)

Conference Coverage

TWITTER: Follow our livestream @NewsConf,

find regular updates @Newspaperworld, and follow the hashtags:

#WNC14 (World Newspaper Congress),

#Editors14 (World Editors Forum) and

#WAF14 (World Advertising Forum)

Our Website: We will be blogging the conference at

<http://www.editorsweblog.org> and

<http://blog.wan-ifra.org/blogs/world-newspaper-congress-blog>

PARTNERS AND SPONSORS



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mather:



OVERVIEW

*Under the High Patronage
of the President of the Italian Republic*

Sunday 8 June 2014

13:00 – 14:00 - WAN-IFRA AGM

Sala Madrid

14:00 - Registrations open

Foyer Sud

15: 00 – 18:00 - Editors Masterclass

Sala Lisbona – *(Pre registration required at registration desk)*

15:00 – 17:30 - Press Freedom Round Table

Sala Madrid

19:30 – 22:00 - Welcome Cocktail

Automobile Museum - Corso Unità d'Italia, 40, Torino
Buses leave from Lingotto Conference Centre at 19:30
(5 minute route)

Monday 9 June 2014

8:00 - Registrations open

Foyer Sud

09:30 – 11:05 - Opening Ceremony

Auditorium

**11:05 - 12:15 – World Newspaper Congress/World Editors
Forum/World Advertising Forum** Common opening session

Auditorium

12:15 – 13:45 - Info Services Expo Opening and Luncheon

Nizza Hallway

13:00 – 13:30 - World Editors Forum AGM

Sala Lisbona

**13:45 - 18:00 - World Newspaper Congress/World Editors
Forum/World Advertising Forum** Common sessions

Auditorium

Tuesday 10 June 2014

08.00 – 09:00 Working Breakfast by *Mather Economics*

(Pre-registration required please send confirmation to Holy serving, accounting@mathereconomics.com)

Foyer Nord VIP area

09:00 - 17:30

World Newspaper Congress, Auditorium

World Editors Forum, Sala 500

World Advertising Forum, Sala Londra

09:30 – 11:00 IP and Copyright debate

Sala Madrid

11:00 – 12:30 Rights in conflict with freedom of expression

Sala Madrid

12:30 – 14:00 Lunch break-out session “Why Small Matters”

Foyer Nord VIP area

12:30 – 14:00 Lunch break-out session “Online ethics”

Sala Madrid

15:30 – 16:45 “Value of the industry”

Sala Madrid

19:30 – 23:00 Gala Dinner

Royal Venaria - Piazza della Repubblica, 4,

10078 Venaria Reale Torino Buses leave from Lingotto at 18:45

(45 minute route)

Wednesday 11 June 2014

09:00 - 11:00

World Newspaper Congress – Auditorium

World Editors Forum – Sala 500

World Advertising Forum – Sala Londra

11:00 - 13:30 World Newspaper Congress/World Editors Forum/World Advertising Forum Common Closing session

Auditorium

New Voices, New Reality, New Energy



Dear Colleagues,

As President of WAN-IFRA, the World Association of Newspapers and News Publishers, and of the World Editors Forum, it is our great pleasure and honour to jointly welcome you to the cosmopolitan city of Torino for the 66th World Newspaper Congress, 21st World Editors Forum and the 24th World Advertising Forum.

These events have truly become the leading international platform for meetings and exchanges among the world's newspaper and news publishing executives and chief editors, an opportunity to see old friends and meet new ones and, perhaps most importantly, to share the knowledge, strategies and best practices that are emerging from our vibrant businesses and are essential to our future development. Along with the main events, this year's meetings include a number of new initiatives. Our global summit meetings offer more than 100 speakers in three conferences, a wide variety of strategic and policy round table seminars and workshops, plus exhibitions of everything from content management systems and syndication services to drones and wearable technology. The events are built around an opening ceremony that will feature the presentation of the annual Golden Pen of Freedom award, and will be accompanied by an array of social and networking events.

In short, we offer something for everyone in the news business. WAN-IFRA and its partners have done their utmost to make these coming days as rich, relevant and inspirational as possible, to help you advance your businesses and editorial operations.

We thank you for your participation, and wish you a productive conference.

Tomas Brunegård
President WAN-IFRA

A handwritten signature in black ink, appearing to read 'Tomas Brunegård', with a stylized flourish at the end.












Erik Bjerager
President World Editors Forum

A handwritten signature in black ink, appearing to read 'Erik Bjerager', with a stylized flourish at the end.

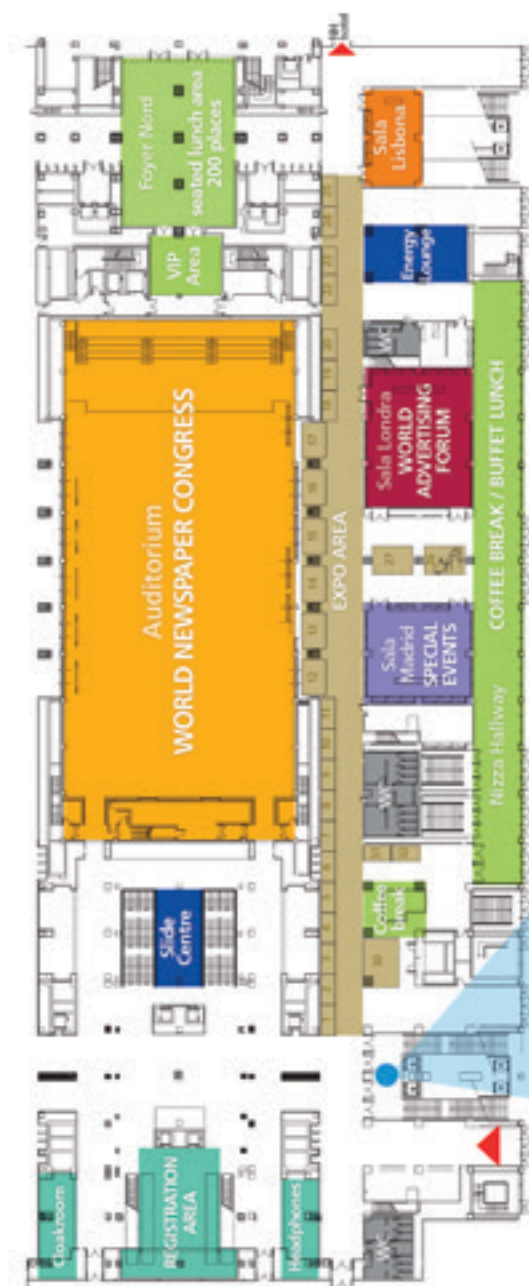
INFO SERVICES EXPO

List of exhibitors

Please see page 36 for description and contacts

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23	Trinity Mirror Syndication	26	LA STAMPA
27		30	
31		32	

Lingotto Conference Centre



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Teksid

Sunday 8 June 2014

14:00 Registration

**15:00 Round Table: Press Freedom in democratic countries
17:30 – a trend in decline?**

Sala Madrid

With a number of high-profile recent challenges to press freedom from within leading democracies, are those states habitually praised for setting an example now guilty of undermining respect for human rights elsewhere in the world?

Moderator: *Aidan White, Director, Ethical Journalism Network (EJN)*

Mario Calabresi, Editor-in-Chief, La Stampa, Italy

Randi Øgry, CEO, Mediebedriftene, Norway / Member of the WAN-IFRA Press Freedom and Media Development Board

Hoosain Karjeeker, CEO Mail & Guardian / Chairman Print and Digital Media South Africa (PDMSA)

Francine Cunningham, Executive Director, European Newspaper Publishers' Association (ENPA)

Claudio Paolillo, Editor, Revista Busqueda, Uruguay / Chairman, Press Freedom Committee, Inter American Press Association (IAPA)

Guy Berger, Director of the Division of Freedom of Expression and Media Development, UNESCO

More speakers to be confirmed.

15:00 Editors Masterclass: Digital Storytelling

18:00 *Sala Lisbona*

Learn how to better equip your journalists with affordable tools and technology that brings digital storytelling to the forefront of your newsroom capabilities. See how even small budgets and limited resources can produce engaging and innovative data journalism.

Justin Arenstein, Chief Strategist / Knight Fellow / African Media Initiative / International Center for Journalists, South Africa

PRE –EVENT REGISTRATION IS ESSENTIAL FOR THIS EVENT AS SEATS ARE LIMITED please email now worldeditors@wan-ifra.org

19:30 Welcome Cocktail

22:00 *Automobile Museum - Corso Unità d'Italia, 40, Torino*
Buses leave from Lingotto Conference centre at 19:30 (5 minute route)

SPECIAL INTEREST EVENTS

Tuesday 10 June 2014

08:00 **Working Breakfast - See the Unseen: Maximising
09:00** **Print and Digital Revenue Streams Through the
Strategic Use of Data and Analytics**

Foyer Nord VIP area

Hosted by *Mather Economics*

(Pre-registration required please send confirmation to
Holy serving, accounting@mathereconomics.com)

09:30 The IP and Copyright debate – Sala Madrid

11:00 The University of Torino brings you a focus on fair uses
and right ownership issues from the international per-
spective. The presentation will compare copyright norms
and contractual practices related to press in different
countries, with a focus on fair uses.

(Pre registration required at registration desk)

Cristiana Sappa, Assistant Professor, ESCP Europe

*Marco Ricolfi, Chair of Intellectual Property Law at Turin
University*

**EC Public Consultation, draft Impact Assessment
and the forthcoming White Paper of the
modernisation of the EU copyright rules.**

Martin KALA; EU Legal Advisor ENPA

11:00 **Rights in conflict with freedom of expression**

12:30 *Sala Madrid*

By grasping the current legal issues on freedom of
information and press this workshop aims to analyse the
evolution of legal cultures (Prof. Ajani), the European
protection of freedom of expression (Prof. Grosso), the
defamation by press (Prof. Pelissero) and the right to
privacy and data protection (Prof. Pagallo).

Moderator: *Gianmaria Ajani, Dean of University Turin*

Enrico Grosso, Full Professor in Constitutional Law

Marco Pellissero, Full Professor in Criminal Law

Ugo Pagallo, Full Professor in Philosophy of Law

12:30 Working Lunch: Why small matters

14:00 *Foyer Nord VIP area (Pre registration required)*

Join independent publishers, family owned newspapers, small scale and mid-size media operations directly after the session "One size does not fit all", for a networking lunch on Tuesday 10 June. Hear from WAN-IFRA's newly appointed Ambassador for Small and Medium Independent News Media, Rod Kenning, Group General Manager of Polaris Media, Australia and meet others to share your ideas for small and medium sized media. The key aim of this session is to encourage ongoing networking opportunities after the Congress and to ensure your voice is heard in the new media landscape. PRE -EVENT REGISTRATION IS ESSENTIAL FOR THIS EVENT AS SEATS ARE LIMITED please email now alison.meston@wan-ifra.org

12:30 Working Lunch: Online ethics: towards a code of

14:00 **conduct- in collaboration with the Ethical Journalism Network**

Sala Madrid

An open discussion about the ethical boundaries of online content: including when to remove material from your online archives and ethical issues in photos and video.

Moderator: *Aidan White, Director, Ethical Journalism Network*

Tom Kent, Standards Editor and Deputy Managing Editor, Associated Press, USA

15:30 "Value of the industry"

16:45 The Department of Management, and the Masters of Journalism Giorgio Bocca of the University of Turin present their research project focussed on Italy that analyses print publishing as a system for the creation of value: its impact on the broader economy and jobs, and its contribution to the culture industry.

Monday 9 June *(Common for all)*

Auditorium

Opening

08:00 Registration

09:30 Opening: *Tomas Brunegård, President of WAN-IFRA, Chairman Stampen AB, Sweden*
Piero Fassino, Mayor, Torino, Italy
Giuseppe Sala, CEO and Commissioner for Expo Milano 2015
Keynote: *John Elkann, Chairman, Fiat / Chairman, Editrice La Stampa, Italy*
Matteo Renzi, Prime Minister, Italy (tbc)
Golden Pen of Freedom Presentation: *Erik Bjerager, President of World Editors Forum*
Organised in collaboration with: *Compagnia di San Paolo, Fondazione CRT, Aurora pens, Expo Milano 2015. With performances by Cirko Vertigo, and musical interludes by Associazione Mozart*

11:00 National security, liberty, regulation and the role of a free press in the digital age

Press freedom is under threat as never before, even in countries with long democratic traditions. Revelations of massive government surveillance by the US National Security Agency is only the tip of the iceberg. Have public authorities been emboldened to constrain and control the critical work of independent news media?

Moderator: *Kai Strittmatter, Beijing Correspondent, Süddeutsche Zeitung, Germany*

Panellists:

Gary Pruitt, President & CEO, The Associated Press, USA
Lord Black of Brentwood (Guy Black), Executive Director, Telegraph Media Group, UK

Janine Gibson, Editor-in-Chief, theguardian.com and Deputy Editor of Guardian News and Media, UK
Claudio Paolillo, Chairman, Press Freedom and Information Committee, SIFIAPA, Director Semanario Búsqueda, Uruguay

12:15 Opening of Info Services Expo – Nizza Hallway
Followed by welcome luncheon

13:45 World Press Trends

The annual update on trends in news publishing worldwide, from WAN-IFRA's World Press Trends survey, the most authoritative source on industry-wide data for circulation, advertising, digital audience and global media market trends.

Larry Kilman, Secretary General, WAN-IFRA

14:30 Innovation: From idea to impact

Innovation happens at the intersection of disciplines, not only through collaboration with people in your traditional business. New partnerships that bring together news media, research centres and academia are bringing fresh insights and ideas to our business.

Moderator: *Nicolas Henchoz, Director EPFL + ECAL Lab, Switzerland*

Speakers:

Andrew Betts, Director, FT Labs, UK

Amy Webb, Founder and CEO, WebbMedia Group, USA

Eduardo Campos Pellanda, Director, Ubilab/PUCRS, Brazil

Thiago Medeiros Ribeiro, Digital Product Manager, RBS Media Group, Brazil

16:10 Coffee Break – Nizza Hallway

16:30 The game changers: Why venture capitalists are suddenly investing in news

Multi-million dollar new media ventures have shifted the mood of the entire industry and prompted many investors to reconsider their assumptions about the future of news publishing. What is the profile of the industry game changers? Why do they invest in news media ventures and where do they see growth potential for the news media branch? What are their strategies and plans to revitalise news organizations? What will be their portfolio in the next five years?

Moderator: *Ken Doctor, Founder Newsonomics, USA*

Speakers:

Eugen A. Russ, Managing Director/Owner, Russmedia Group, Austria

Gilles Raymond, CEO, News Republic, USA

Kinsey Wilson, Chief Content Officer and Executive Vice President, National Public Radio, USA

Alexander Klöpping, CEO and Co-Founder, Blendle, The Netherlands

Hansi Voigt, Managing Director and Editor-in-Chief, Watson, Switzerland

End of day

Tuesday 10 June

08:00 Registration

08:00 Working Breakfast - See the Unseen: Maximising Print and Digital Bundle Revenue Streams

Through the Strategic Use of Data and Analytics
Foyer Nord VIP area

Hosted by **Mather Economics**

(Pre-registration required please send confirmation to Holy serving, accounting@mathereconomics.com)

09:00 Alternative business models, unconventional and disruptive revenue streams

Though digital audiences are growing at a faster rate than print sales are declining, digital revenues are not keeping pace. News organisations must change their strategies and focus on alternative revenue streams, which often involve organisational and operational practices more familiar to pure digital players. This session examines how diversification to non-news-related digital business-fields can be a strategic response for media companies to the predicted decline of the traditional advertising business model.

Moderator: *Ole Mølgaard, Program Director, CBS Executive, Denmark*

Speakers:

Chris Lee, President, Deseret Digital Media, USA

Dag Wigum, Founder and CEO, Schibsted Payment AS, Norway

Jérôme Colin, Principal, Roland Berger Strategy Consultants, France

Alceo Rapagna, Chief Digital Officer, RCS Media Group, Italy

10:30 Coffee Break – Nizza Hallway

11:00 One size does not fit all - Maximising results with limited capacity and smart approaches

Strategy and tools for independent mid-size news organisations and those under severe market pressure. This session brings together smart entrepreneurs who have to swim against the tide of mainstream big media ventures. They will share their journey from print only to multi-platform, with the attendant difficulties and advantages.

Moderator: *Rod Kenning, Group General Manager, Polaris Media, Australia*

Speakers:

George Nimeh, Chief Digital Officer, KURIER, Austria

Ernst-Jan Pfauth, Publisher, De Correspondent, Netherlands

Eirik Hoff Lysholm, CEO and Editor-in-Chief, Dagsavisen, Norway

12:30 Lunch – *Nizza Hallway*

or

12:30 Working Lunch: Why Small Matters – *Foyer Nord VIP area*

14:00 Where strategy meets data: The “New Oil”

It is said that data is becoming “the new oil” in terms of revenue potential – but how can news organisations tap into it? If you are serious in upcoming technologies and new revenue streams, this session will contain in depth discussion on how news organizations can use data to make decisions that lead to better engaged audiences and renewed revenue streams. We will highlight investment needed to rapidly build-up advanced data analytics supply chain to support advertising sales, product development and marketing.

Moderator: *Peter Lamb, President, Lamb Consulting, USA*
Speakers:

Indra Zemzoum, Senior Digital & Social Media Marketing Manager, Axel Springer Media Impact, Germany

Alexander Oelling, Managing Director and Founder, Sensorberg- The iBeacon Platform, Germany

Matt Lindsay, President, Mather Economics, USA

Assaf Avrahami, VP Technology and Operation, Yedioth Group, Israel

15:30 Coffee Break – *Nizza Hallway*

16:00 Why video matters: Get in the game!

Though video is not among the traditional competencies of newspaper companies, they are doing surprising well with the new medium, which is increasing both audience and advertising opportunities. We know video matters: the number of online video ad impressions have exploded and savvy companies are taking advantage of the exponential growth of this new audience. Does this translate into real audience, engaged users and real money for publishers? What are the best ways to incorporate video into news publishing strategies?

Moderator: *Eric Scherer, Director of Future Media, France Televisions, France*

Speakers:

Amy Mitchell, Director of Journalism Research, Pew Research Center, USA

Susan Vobejda, General Manager of Media Licensing and Distribution, Bloomberg, USA

Magnus Zaar, Director of Television, Aftonbladet, Sweden

Chris Cramer, Global Head of Video, Wall Street Journal, USA

Jérôme Grateau, Managing Director, Partner Business Solutions, Google SEEMEA

Marie-Noëlle Vallès, Head of Video, AFP, France

19:30- Gala Dinner

23:00 Royal Venaria - Piazza della Repubblica, 4, 10078 Venaria Reale Torino. Buses leave from Lingotto at 18:45 (45 minute route) *Sponsored by Mediaspectrum and La Stampa*

Wednesday 11 June

09:00 How to transform your business for the multi-platform mobile world

Mobile is arguably the fastest growing channel for targeting consumers in nearly every product category. By 2017, more than half of digital revenue is expected to be spent on mobile devices. If the next big shift is mobile, shouldn't it be your focus, already in 2014? Tech giants, mobile operators, everybody is trying to take share of the newspapers business. How do you build environments that are good enough to capture, engage and retain users in your own ecosystem? And can you balance the coexistence of profitable but challenged physical distribution channels with the surge in mobile usage?

Moderator: *David Finch, VP Europe, News Republic France*

Speakers:

John Paton, CEO, Digital First Media, USA

Jean-Baptiste Morin, CEO, LS Distribution, Lagardère Services, France

Yoichi Nishimura, Board Director of Digital Business and International Affairs, The Asahi Shimbun, Corporate Representative Director The Huffington Post, Japan
Hildegunn Soldal, Digital Editor, Dagbladet/DB Medialab, Norway

Luc Tran-Thang, President, Starcom Mediavest Group France, Belgium and the Netherlands

11:00 Coffee Break – Nizza Hallway

Common for all – Auditorium

11:20 Address: “RCS: we write the future, every day”

Pietro Scott Jovane, CEO, RCS Mediagroup, Italy

11:35 Global report on innovation in newspapers

The annual presentation of the Innovations in Newspapers World report, prepared for WAN-IFRA by the team from Innovation Media Consulting, is always one of the highlights of the Congress. The presentation will be illustrated with case studies from all over the world.

Juan Señor, Partner, Innovation International Media Consulting Group, UK

John Burke, Senior Consultant, Innovation International Media Consulting Group, UK

John Wilpers, Senior Consultant, Innovation International Media Consulting Group, UK

12:20 Keynote address: Coopetition: a lesson learned from 350 years in the business

Carlo De Benedetti, Chairman, Gruppo L'Espresso, Italy

12:35 Consolidation and ‘Coopetition’ (Win Together or Lose Alone)

In a highly fragmented business like news publishing, the difficulty of obtaining consensus is an obstacle to “coopetition” – cooperating with competitors - in strategic business and corporate areas. Collaboration is worth exploring to reduce costs, create synergies, and reduce risk. It's a matter of winning together or losing alone. Where can we consolidate our efforts? What are the priorities and how can we make a difference with ambitious collaborative practices?

Moderator: *Vincent Peyrègne, CEO, WAN-IFRA*

Benoît Sillard, CEO, CCM Benchmark Group, France

Erkki Ormala, Professor of Practice, Innovation Management, Aalto Business University, Finland

Caroline Little, President and CEO, Newspaper Association of America, USA

The conference will end at 14:00



OCTOBER 2012
NEW HEADQUARTER



DECEMBER 2012
BEST APP



JANUARY 2013
HANGOUT



JUNE 2013



SEPTEMBER 2013
WEB CAR



OCTOBER 2013
MEDIALAB

Some speak
of innovation.

And some write it,
every day.



NOVEMBER 2013



JANUARY 2014
ACADEMY



MARCH 2014



Monday 9 June *(Common for all)*

Auditorium

Opening

08:00 Registration

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Alexander Klöpping, CEO and Co-Founder, Blendle, The Netherlands

End of day

Tuesday 10 June

Sala 500

09:00 **Welcome:** *Cherilyn Ireton, Executive Director, World Editors, France*

09:05 **Newsroom: New rhythms, new tools**

Mobile devices – from phones to drones – have disrupted the patterns of how journalists get their stories and where and when people consume news. Has your newsroom adapted to the new digital realities and rhythms and are you in sync with your audience? We highlight tools and innovative changes you can make to better manage staff, drive innovation and exploit opportunities in video and on social media platforms.

Moderator: *Gabriel Kahn, Professor of Professional Practice; Co-Director, Media, Economics and Entrepreneurship; Director, Future of Journalism at the Annenberg Innovation Lab, USA*

Speakers:

David Callaway, Editor-in-Chief, USA Today, USA

Robert Shrimpsley, Managing Editor, FT.com, UK

George Brock, Professor and Head of Journalism, City University London, UK

10:20 **Youth and quality journalism: a success story**

Andrea Ceccherini, President, Osservatorio Permanente Giovani-Editori, Italy

10:30 **Coffee Break** – Nizza Hallway

11:00 **Editors' evolution: are you in danger of becoming extinct?**

The emergence of the role of chief content officer challenges the traditional editorial hierarchy and underlines the shift in attention from reportage to "content". What are the consequences for you as an editor? Do you have what it takes to drive continuous digital transformation and innovation while still producing compelling, high-value journalism? Is the mix of audience-focused and cash-strapped newsrooms undermining the contribution of newspapers to society?

Moderator: *David Boardman, Dean of the School of Media and Communication, Temple University; President, American Society of News Editors, USA*

Speakers:

Jason Seiken, Editor-in-Chief and Chief Content Officer, Telegraph Media Group, UK

Mario Calabresi, Editor-in-Chief, La Stampa, Italy

Joseph Odindo, Group Editorial Director, Nation Media Group, Kenya

Thomas Patterson, Bradlee Professor of Government and the Press, Kennedy School of Government, Harvard University, USA

12:30 WORKING LUNCH: Online ethics: towards a code of conduct - Sala Madrid

An open discussion about the ethical boundaries of online content: including when to remove material from your online archives and ethical issues in photos and video.

Moderator: *Aidan White, Director, Ethical Journalism Network*

Tom Kent, Standards Editor and Deputy Managing Editor, Associated Press, USA

14:00 Global journalism: pushing the boundaries (panel)

Unprecedented cross border co-operation between journalists, editors and newspapers has enabled seismic investigations, data and skills sharing. The exposés of state-sponsored surveillance, global tax evasion and the private wealth of Chinese politicians are a few cases that mark this new chapter in global journalism. At the same time, technology has changed the audience frontiers; language and territory are no longer barriers to entry. Even at the hyperlocal level there are newspapers tapping the benefits of global citizenship. How can you do the same?

Moderator: *Robert Steiner, Director, Fellowships in Global Journalism, Munk School of Global Affairs, University of Toronto, Canada*

Panellists:

Janine Gibson, Editor-in-Chief, theguardian.com, UK
Rosental Alves, Professor, Knight Chair of Journalism, University of Texas, Austin, USA

Javier Moreno Barber, Content Director, Prisa, Spain

Roberto Bernabò, Editor-in-Chief, Il Tirreno, Italy

15:15 Coffee Break

15:35 Verification: new tools of the trade – panel discussion in conjunction with Ethical Journalism Network

Dealing with hate speech, the “trolling” of journalists and a huge array of unchecked material are realities for 21st Century newsrooms. Some editorial management functions may have been outsourced to fact-checking services, external moderators and verification agencies. But what can you do in your newsroom to ensure content quality and protection of journalists?

Moderator: *Rina Tsubaki, Project Manager, European Journalism Centre, The Netherlands*

Panellists:

Craig Silverman, Founder and Editor, Regret the Error, Poynter Institute, USA / Director of content and product strategy, Spundge, USA

Anton Harber, Caxton Professor of Journalism and Media Studies, Director of Journalism, University of the Witwatersrand; Advisor, AfricaCheck, South Africa

Julie Posetti, Research Fellow, WAN-IFRA/Journalism Lecturer, University of Wollongong (Australia)

16:50 Sport: staying competitive

How can you keep your sports coverage competitive in the face of multi-screen competition? Broadcasters, specialist sports websites, bloggers and commentators on social media are all vying for sports fans’ attention. What future awaits your sports pages? The UK’s top selling newspaper is leading the way with its football coverage. Find out what role technology is playing in keeping news agencies and their clients at the forefront of sports coverage.

Moderator: *Micheal Cooke, Editor-in-Chief, Toronto Star, Canada*

Speakers:

David Dinsmore, Editor, The Sun, UK

Philip Chetwynd, Global Editor-in-Chief, AFP, France

Andrea Monti, Editor-in-Chief, La Gazzetta dello Sport, Italy

19:30- Gala Dinner

23:00 Royal Venaria - Piazza della Repubblica, 4, 10078 Venaria Reale Torino. Buses leave from Lingotto at 18:45 (45 minute route) *Sponsored by Mediaspectrum and La Stampa*

Wednesday, 11 June 2014

Sala 500

09:00 Cutting-edge digital storytelling

The space where journalism and technology meet is an increasingly important domain for newsrooms. Video and the interactive packages that blend words, images and social media are key to keeping people, particularly younger audiences, online for longer. This session highlights pioneering efforts and gives an overview of video strategies being employed by top newspapers.

Moderator: Sarah Marshall, Social Media Editor, EMEA, Wall Street Journal, UK

Speakers:

Aron Pilhofer, incoming Executive Editor for Digital, The Guardian

Jason Mojica, Editor-in-Chief, Vice News, USA

Marie-Noëlle Vallès, Head of Video, AFP, France

10:30 Editorial strategies for navigating privacy and surveillance: Discussion

Moderator: Julie Posetti, Research Fellow, WAN-IFRA, University of Wollongong, Australia

Editors have a strong interest in protecting the safety of their reporters and the privacy of their sources. What can editors do, practically, to make a difference?

Guy Berger, Director, Division of Freedom of Expression and Media Development, UNESCO, Paris

11:00 Coffee Break – Nizza Hallway

Common for all – Auditorium

11:20 Address: “RCS: we write the future, every day”

Pietro Scott Jovane, CEO, RCS Mediagroup, Italy

11:35 Global report on innovation in newspapers

The annual presentation of the Innovations in Newspapers World report, prepared for WAN-IFRA by the team from Innovation Media Consulting, is always one of the highlights of the Congress. The presentation will be illustrated with case studies from all over the world.

Juan Señor, Partner, Innovation International Media Consulting Group, UK

John Burke, Senior Consultant, Innovation International Media Consulting Group, UK

John Wilpers, Senior Consultant, Innovation International Media Consulting Group, UK

12:20 Keynote address: Coopetition: a lesson learned from 350 years in the business

Carlo De Benedetti, Chairman, Gruppo L'Espresso, Italy

12:35 Consolidation and ‘Coopetition’ (Win Together or Lose Alone)

In a highly fragmented business like news publishing, the difficulty of obtaining consensus is an obstacle to “coopetition” – cooperating with competitors - in strategic business and corporate areas. Collaboration is worth exploring to reduce costs, create synergies, and reduce risk. It's a matter of winning together or losing alone. Where can we consolidate our efforts? What are the priorities and how can we make a difference with ambitious collaborative practices?

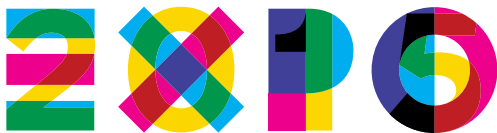
Moderator: *Vincent Peyrègne, CEO, WAN-IFRA*

Benoît Sillard, CEO, CCM Benchmark Group, France

Erkki Ormala, Professor of Practice, Innovation Management, Aalto Business University, Finland

Caroline Little, President and CEO, Newspaper Association of America, USA

The conference will end at 14:00



MILANO 2015

1 MAY • 31 OCTOBER

FEEDING THE PLANET ENERGY FOR LIFE

In less than eleven months, from May 1st to October 31st, 2015, Italy will host the event that will go down in history as the first Universal Exhibition to have addressed the issues related to World Food. A commitment summarized in the theme that gives the title to the event: "Feeding the Planet, Energy for Life".

The first objective of Expo Milano 2015 will indeed be the environmental sustainability of food and production methods: in the world today more than one billion people suffer because of a poor diet or contrarily, from obesity. An issue that in 2050, when the planet will be inhabited by nine billion people, will become even more important and incisive for the fragile socio-economic global balance.

During the 184 days of Expo Milano 2015, men, women and experts will be called to gather from all over the world with the strategic goal of finding new ways to meet these challenges from an economic, scientific, cultural and social point of view. The ultimate goal of Expo Milano 2015 is to provide the world with well-thought and shared guidelines, the new tools to deal with this great battle.

The official participants expected at the 1.1 million square meters of the exhibition site of Expo Milano 2015, located northwest of the city, include more than 140 Countries and International Organizations. It is estimated that in six months the exhibition will attract more than 20 million people to Milan. At Expo Milano 2015, visitors will find 60 national pavilions - a record - and five thematic areas that interpret the issue "Feeding the Planet, Energy for Life". The new addition will be the nine Clusters dedicated to Rice, Coffee, Cocoa, Spices, Fruits and Legumes, Cereals and Tubers, Bio-Mediterranean, Arid Zones and Islands that, for the first time in the history of Universal Exhibition, will bring together countries linked by themes and food chains in collective pavilions.

Monday 9 June *(Common for all)*

Auditorium

Opening

08:00 Registration

09:30 Opening: *Tomas Brunegård, President of WAN-IFRA, Chairman Stampen AB, Sweden*
Piero Fassino, Mayor, Torino, Italy
Giuseppe Sala, CEO and Commissioner for Expo Milano 2015

Keynote: John Elkann, Chairman, Fiat / Chairman, Editrice La Stampa, Italy

Matteo Renzi, Prime Minister, Italy (tbc)

Golden Pen of Freedom Presentation: Erik Bjerager, President of World Editors Forum

Organised in collaboration with: Compagnia di San Paolo, Fondazione CRT, Aurora pens, Expo Milano 2015. With performances by Cirko Vertigo, and musical interludes by Associazione Mozart

11:00 **National security, liberty, regulation and the role of a free press in the digital age**

Press freedom is under threat as never before, even in countries with long democratic traditions. Revelations of massive government surveillance by the US National Security Agency is only the tip of the iceberg. Have public authorities been emboldened to constrain and control the critical work of independent news media?

Moderator: Kay Strittmatter, Beijing Correspondent, Süddeutsche Zeitung, Germany

Panellists:

Gary Pruitt, President & CEO, The Associated Press, USA
Lord Black of Brentwood (Guy Black), Executive Director, Telegraph Media Group, UK

Janine Gibson, Editor-in-Chief, theguardian.com and Deputy Editor of Guardian News and Media, UK

Claudio Paolillo, Chairman, Press Freedom and Information Committee, SIPIAPA, Director Semanario Búsqueda, Uruguay

12:15 **Opening of Info Services Expo – Nizza Hallway**

Followed by welcome luncheon

13:45 World Press Trends

The annual update on trends in news publishing worldwide, from WAN-IFRA's World Press Trends survey, the most authoritative source on industry-wide data for circulation, advertising, digital audience and global media market trends.

Larry Kilman, Secretary General, WAN-IFRA

14:30 Innovation: From idea to impact

Innovation happens at the intersection of disciplines, not only through collaboration with people in your traditional business. New partnerships that bring together news media, research centres and academia are bringing fresh insights and ideas to our business.

Moderator: *Nicolas Henchoz, Director EPFL + ECAL Lab, Switzerland*

Speakers:

Andrew Betts, Director, FT Labs, UK

Amy Webb, Founder and CEO, WebbMedia Group, USA

Eduardo Campos Pellanda, Director, Ubilab/PUCRS, Brazil

Thiago Medeiros Ribeiro, Digital Product Manager, RBS Media Group, Brazil

16:10 Coffee Break – Nizza Hallway

16:30 The game changers: Why venture capitalists are suddenly investing in news

Multi-million dollar new media ventures have shifted the mood of the entire industry and prompted many investors to reconsider their assumptions about the future of news publishing. What is the profile of these game changers? Why do they invest in news media ventures and where do they see growth potential for the news media branch? What are their strategies and plans to revitalise news organizations? What will be their portfolio in the next five years?

Moderator: *Ken Doctor, Founder Newsonomics, USA*

Speakers:

Eugen A. Russ, Managing Director/Owner, Russmedia Group, Austria

Gilles Raymond, CEO, News Republic, USA

Kinsey Wilson, Chief Content Officer and Executive Vice President, National Public Radio, USA

Alexander Klöpping, CEO and Co-Founder, Blendle, The Netherlands

End of day

Tuesday 10 June

Sala Londra

09:00 **People Power: Innovative training and management**

How revamping your sales organisation, talent pool, practices and workflow can boost revenues in print and digital. Topics and cases will include:

- ▶ How to set up powerful, skilled, integrated media sales teams with new cross channel campaigns
- ▶ Commission and bonuses as directional devices
- ▶ Sales team psychology: how to exploit it
- ▶ Tough love – Developing new skills in the sales force with tough learning programmes to sell dynamic new products and new value
- ▶ What clients want and the current standard of ad sales – global research findings and the implications for the sales team

Moderator: *Eamonn Byrne, Director, The Byrne Partnership, UK*

Speakers:

Kirk MacDonald, President, AdTaxi Networks, USA

Gary Mcnish, Managing Director, NASA, UK

Jackie Ventom, Director, MSQ Ltd, Ireland

10:30 **Coffee break** – Nizza Hallway

11:00 **Essential Product and Process Development for 2015: Native Advertising and New Revenue Streams**

A new beginning for the content creating relationship in modern news organisations.

- ▶ How to develop high yield, quality native advertising and new revenue streams without compromising editorial standards
- ▶ Why the top newspaper brands in the world have gone native in 2014
- ▶ Rethinking social media
- ▶ Why it is so difficult to give newspapers revenue if the revenue does not fit the newspapers silos?

Speakers:

Andrew Holden, Editor-in-Chief, The Age, Australia

Olga Ivanova, Managing Director at Russia Direct, Deputy Publisher, Marketing Director at Russia Beyond the Headlines, Russia

Eileen Le Muet, Vice President International, Le Figaro, France

Iwan Ittermann, General Manager, Warum Verlag, Germany

12:30 **Lunch** – *Nizza Hallway*

or

12:30 **Working Lunch: Why Small Matters** – Foyer Nord
VIP area

14:00 **MOVIT! - Hot new Mobile Video and Tablet revenues for 2014 and how to gain a share**

Mobile video is exploding and the tablet is bringing new forms of content and attracting serious advertiser investment. In this session we investigate the formats to use and how you can develop new revenues at both ends of the spectrum of production values. Whether your video department is one person and a camera, or commands stellar production budgets, both are relevant, fashionable, make money and make MOVIT revenues the hot new opportunity. We will show you how to:

- ▶ Set up an effective money-making video unit
- ▶ Integrate video into your multi-media proposal
- ▶ Adapt revenue ideas from the markets where mobile is more important than wired internet
- ▶ Avoid wasting money on apps and determine whether your new app is a revenue generator or simply an editorial fashion accessory

Speakers:

Alexandra Salomon, Senior Director, IAB International, USA

Suzanne Raitt, Vice President Marketing and innovation, Newspapers Canada, Canada

Carsten Kritscher, Commercial Director, Vice, Germany

15:30 **Coffee Break** – *Nizza Hallway*

16:00 **Smart Advertisers - New buying methods: What you must know to achieve success in 2014**

Lessons from those mastering the new programmatic buying and automated trading economy:

- ▶ What it is; what it means for your business; where are the opportunities; how to protect yield and succeed
- ▶ Digital revenues and yield have already been affected by programmatic buying. Is print next?
- ▶ Very Big Data: Why it's a must have strategy and an essential part of the revenue plan

Speakers:

Danny Hopwood, Head of Platform EMEA, VivaKi, UK

Gilles Guillou, Chief Revenue Officer, La Place Media, France

Tim Gentry, Revenue Director, The Guardian, UK

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Wednesday 11 June

Sala Londra

09:00 Smart Advertisers: New ways to measure advertising performance and impact

Prove it! Advertisers large and small increasingly demand proof of value from media. How can your sales force demonstrate value and what tools will you need in a hyper-competitive advertising market of the near future? The latest research shows print outperforms digital advertising for response. Is this an opportunity for newspaper publishers or a distraction on the long march to a digital future? We will show you:

- ▶ Why clients might know more about your media effectiveness than you do
- ▶ Latest print and digital research and how it is used to sell advertising
- ▶ Latest tools to measure effectiveness and impact and how to turn positive research into effective sales tools

Moderator: *Dan Green, Deputy Director of Strategic Partnerships, Bill and Melinda Gates Foundation, USA*
Speakers:

Jon Ghazi, Managing Director, ARC (Omnicom Media Group), UK

Staffan Hulten, Vice-President / Founder, RAM Research and Analysis of Media, Sweden

Mark Hollands, CEO, The Newspaper Works, Australia

Andrew Challier, Director, Client relations, Ebiquity, UK

Abba Newbery, Director of Advertising Strategy, News UK Commercial, UK

11:00 Coffee Break– *Nizza Hallway*

Common for all – Auditorium

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mediaspectrum®

Mediaspectrum is the premier technology for companies seeking to plan, execute, publish and analyze advertising and content across the media spectrum. Our 100% cloud-based platform provides a unique environment to consolidate and achieve these objectives, streamlining processes and managing content in order to reduce costs, increase revenues and improve the customer experience.

Clients including Gannett, Trinity Mirror plc, and Publicitas have successfully adopted Mediaspectrum solutions, realizing hundreds of millions in savings while developing and exploiting new revenue opportunities.

"Today's media executives are struggling with cumbersome legacy systems and business processes that served them well in the past, but now prevent them from making the required changes to transform their organizations into leaner and more profitable companies. We provide the solutions they've been looking for by aligning 100 percent of the data and content a company uses."

-- Scott Killoh, CEO, Mediaspectrum

Drop by Mediaspectrum Booth #27 to learn more about how our platform automates thousands of real time transactions and tasks to reduce operating costs by up to 80%, and achieves geometric increases in new revenue from new and existing customers without adding costs.

Sales Contact:

Daryl Kern

dkern@mediaspectrum.net

+ 1.804.241.6660 (mobile)

+ 1.786.497.1881 (US head office)

www.mediaspectrum.net

INFO SERVICES EXPO

New York Times Syndicate

Booth No. 1

Contact: Melissa Lopez

Phone: 212-556-8004

Email: melissa.lopez@nytimes.com

The New York Times
NEWS SERVICE/SYNDICATE

The New York Times News Service and Syndicate develops multi-platform content solutions for media organizations and other companies using content and best journalistic practices from our flagship title and other world-recognized media leaders.

Kyodo News

Booth No. 2

Contact: Hajime Ozaki

Phone: +81-3-6252-8301

Email: kokusai@kyodonews.jp



Kyodo News is Japan's leading news agency. Combined subscribers of member newspapers alone reach 30 million people in Japan. With more than 1,000 journalists, Kyodo's reports range from breaking news to in-depth analysis in Japanese, English, Chinese and Korean languages.

One Vision

Booth No. 3

Contact: Béatrice Savatier

Phone: +49(0)941/780040

Email: marketing@OneVision.com

OneVision

OneVision is an international provider of innovative and cost-effective software solutions designed to secure, optimize and simplify complex production workflows for the printing, publishing and digital media industries. OneVision's software ensures quality, saves time and reduces costs in pre-press and pre-media operations.

Scoopshot

Booth No. 4

Contact: Niko Ruokosuo

Phone: +358-40-772 6688

Email: niko.ruokosuo@scoopshot.com

scoopshot

Your photo, a better world.

Scoopshot changes the way media companies and brands work with photos and videos. Companies can send image tasks to engage the mobile crowd, or buy authentic news and marketing photos from a stream of eyewitness photos from around the world.

MIKZ

Booth No. 6

Contact: Klaus Seibold

Phone: +49 178 7342653

Email: klaus@mikz.com



We believe that everyone is interested in brands – but no one is interested in all brands. With Mikz in your phone you can easily make your own mikz of contents, handpicked from brands that you like and are interested in. We want you to be able to carry around your own personal mikz of inspiration, news and offers – always available to be discovered whenever you want, wherever you want, at your own terms.

Red.web

Booth No. 7

Contact: Philipp Prinz von Thurn und Taxis

Phone: +49 261 892 121 / +49 261 892 961 21

Email: ppvtut@red-web.com



red.web, software provider of an All-Channel-Publishing-System, is the practice-oriented partner for all publishing houses – from the locally oriented newspaper to the nationwide media group. The web-based technology guarantees the full range of functions at any time and any place.

EidosMedia

Booth No. 8

Contact: Massimo Barsotti

Phone: +39 349 1835070

Email: Massimo.barsotti@eidosmedia.com



EidosMedia is the provider of Méthode, the world's leading multi-channel editorial and publishing platform. Our unique capability is empowering more than 70 publishing groups worldwide to embrace the future with confidence via open standards and an architecture which is channel neutral by design.

Exelis

Booth No. 9

Contact: Walter Meregalli

Phone: +39 335.7090569

Email: walter.meregalli@exelis.it



Since 1995 EXELIS is specialized in developing, selling and maintaining multi-channel advertising solutions, designed to handle all the aspects of the industry. The product suite meets all the specific demands of the advertising industry, from the commercial offer.

INFO SERVICES EXPO

Buzaaar

Booth No. 10

Contact person: Antti Eränne

Phone: +358 40 724 2524

Email: antti.eranne@vuole.fi



Buzaaar is a next generation marketplace platform designed for the local publisher. Buzaaar provides tools the local publisher needs to build a new service concept and monetize the existing online audience. Buzaaar integrates eCommerce, digital and content marketing and social features into one single platform.

4C Plus

Booth No. 11

Contact Person : Ashish Aron

Phone: +91 0120 2770608

Email: ashish@4cplus.com



4Cplus is an Indian IT company with a core focus on media. The 4Cplus software solutions are:

- Multimedia editorial system,
- Page planning system,
- Advertisement management system,
- Circulation & subscription,
- Archival system,
- ePaper,
- ERP for Media Companies,
- Tablet & Mobile Apps

D-Share

Booth No. 12

Contact person: Alessandro Rinaldi

Phone: +39 02 92865792

alessandro.rinaldi@dshare.it



D-Share is an international company focused on digital publishing and media. Combining technological skills, comprehensive expertise in publishing business and unparalleled experience, D-Share provides worldwide publishers with cutting edge solutions for digital content management, web and mobile publishing, e-stores.

Atex

Booth No. 13

Contact person: Gian Camillo Vezzoli
Phone: +39 02 86801 462
Email: gcvezzoli@atex.com



Atex, headquartered in the UK with offices worldwide, is a leading software company selling solutions for media-rich industries. We develop smart digital solutions that make a measurable difference and enable our 1000+ customers to streamline operations and optimise their digital strategy. As a global organisation, we are committed to helping companies build revenues and reduce costs through products that are increasingly personalised, localised, collaborative, contextually relevant, and available on demand.

AFP

Booth No. 14

Contact person: Benjamin Sabbah
Phone: +33642110870
Email: Benjamin.SABBAH@afp.com



AFP is a global news agency delivering fast, accurate, in depth coverage of the events shaping our world with 2,260 staff, 24/7 in 6 languages - video, text, photos, multimedia, graphics & videographics.

Financial Times

Booth No. 15

Contact person: Allison Tuesley
Phone: +44 (0)20 7873 4016
Email: allison.tuesley@ft.com



The Financial Times, one of the world's leading business news organisations, is recognised internationally for its authority, integrity and accuracy. Providing essential news, comment, data and analysis for the global business community, the FT has a combined paid print and digital circulation of almost 629,000 (Deloitte assured, Q3 2013). Mobile is an increasingly important channel for the FT, driving more than 40% of total traffic and a quarter of digital subscriptions.

INFO SERVICES EXPO

WAN-IFRA

Both No. 16

Contact person: Ioana Straeter
Phone: +49 172 6083414 (Germany)
Phone: +33 1 47 42 85 00 (France)
Email: info@wan-ifra.org



The World Association of Newspapers and News Publishers is the global representative of the world's press. WAN-IFRA has a simple mission - to be the indispensable partner of newspapers and the entire news publishing industry worldwide, particularly our members, in the defence and promotion of press freedom, quality journalism and editorial integrity and the development of prosperous businesses and technology.

Agfa

Booth No. 18

Contact person: Reinhilde Alaert
Phone: +32 3444 4179
Email: reinhilde.alaert@agfa.com



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Did you know that more than 1 in 2 newspapers worldwide are produced with Agfa Graphics, be it plates, platesetters or solutions for mobile publishing? The best of both worlds, either on-site or in the cloud with Agfa Graphics.

www.agfagraphics.com/newspapers

Project Syndicate

Booth No. 19

Contact person: Mr. Damen Dowse
Phone: +420 724 159 409
Email: dowse@prosyn.org



Project Syndicate provides original, engaging, and thought-provoking commentaries by those who are shaping the world's economics, politics, science, and culture. Project Syndicate's commentaries appear in more than 500 publications in 154 countries and reach over 300 million readers. www.project-syndicate.org

Twipe

Booth No. 20

Contact person: Danny Lein
Phone: +32 (0)16 23 53 94
E-mail: contact@twipemobile.com



Boost your digital circulation with Twipe. Our partners publish newspapers on tablets that go beyond PDF replica publishing. The NextGen Digital Publishing Suite publishes your Daily, your Sunday or your brand new Evening Edition in a set of engaging templates.

Mirrorpix

Booth No. 23

Contact person: David Scripps
Phone: 020 7293 3858
Email: david@mirrorpix.com

Trinity Mirror Syndication

We deliver rich editorial soccer content from more than 100 quality newspapers throughout the UK. For match reports, the latest transfer speculation, previews and all the news from inside the game, our expertise in covering soccer is second to none.

La Stampa

Booth No. 26

Contact person: Sergio Bonelli
Phone: +39 011 6568318
Email: marketing@lastampa.it

LA STAMPA

La Stampa is one of the leading Italian and European newspapers. Founded in 1867, La Stampa has recently opened to visitors a museum telling and showing its prestigious history. Come and discover the history in an exhibition full of unique and original artefacts, film footage, interactive applications and visit the innovative newsroom.

Mediaspectrum

Booth No. 27

Contact: Daryl Kern
dkern@mediaspectrum.net
+1.804.241.6660 (mobile)
1.786.497.1881 (US head office)



Mediaspectrum is the world's premier technology for addressing all aspects of multi-channel advertising and content management. We provide a unique environment for companies to consolidate IT solutions into a single platform in the Cloud, to take advantage of opportunities in digital and beyond.

INFO SERVICES EXPO

CCI

Booth No. 30

Contact person: Kim Svendsen

Phone: +45 87 33 54 01

Email: ksve@ccieurope.com



CCI is a provider of editorial and advertising solutions for the news industry. With the recent acquisition of Escenic, we offer a complete range of digital, online and print production tools for large and small news organizations.

Press Reader

Booth No. 31

Contact person: Nikolay Malyarov

Phone: +1 604 278 4604 ext. 559

Email: publishing@pressreader.com



PressReader is the global leader in multi-channel, cross-platform content distribution and monetization, and the chosen partner of more than 4,000 publishers from over 100 countries. It connects newspaper and magazine publishers with millions of readers around the globe and across all platforms, providing publishers with new revenue opportunities and increased global circulation.

Crowdynews

Booth No. 32

Contact person: Jeroen Zanen

Phone: +31 (0) 6 46789690

Email: jeroen@crowdynews.com



Crowdynews is a platform that gathers and filters social media content and posts it in real-time next to topical, popular stories. The service blends the crowd perspective with traditional news items, and provides publishing organizations with new revenue streams.

WIFI is provided by:



NEWSCYCLE Solutions

Contact person: Steve Nilan

steve.nilan@newscyclesolutions.com

NEWSCYCLE Solutions is the software leader serving more than 750 news media companies with 8,000 properties across 30+ countries on 6 continents. NEWSCYCLE delivers content management, advertising, circulation, audience, and analytics. NEWSCYCLE combined Atex, Inc., DTI, SAXOTECH, and MediaSpan.

www.newscyclesolutions.com

ENERGY LOUNGE

A technology showcase introduced for the first time in the WAN IFRA World Newspapers Congress, designed to demonstrate live consumer electronics and innovative devices that could change the way news and media are delivered, consumed and monetized.



Media executives hear about the newest media devices only in reports and conferences it's time for them to get their hands on them!

The Energy Lounge will showcase new devices, and offer a rich schedule mixing demo sessions and unconferences.

Participants include News Republic, Google, Berg Cloud, Parrot, La Stampa, Wired Italy (more TBA).

WAN-IFRA Academic partners



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DI TORINO



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GIOVANI-EDITORI

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MEDIA PARTNERS



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Visibility
THE MAGAZINE FOR ONLINE MARKETING STRATEGIES



SOCIAL EVENTS



WELCOME COCKTAIL

Sunday 8 June 19:30 – 22:00

Automobile Museum - Corso Unità d'Italia, 40, Torino
Buses leave from Lingotto Conference Centre at 19:30
(5 minute route)

The function will take place in the Automobile Museum, which showcases some of the most beautiful cars ever produced. The Museum won the Award for Architecture in 2011, and recently ranked 35 in *The Times* must-see museums. At the welcome cocktail, you will be taken on a journey through the classics of the Italian *aperitivo*, complete with live demonstrations.



OPENING CEREMONY

Monday 9 June 9:15

Auditorium, Lingotto
In collaboration with: Compagnia di San Paolo, Fondazione CRT, Aurora pens, Expo2015

In addition to the opening speakers, the ceremony will include performances that will give you a taste of Italian creativity and performing arts.

Tradition has it that Torino is a magical city, one might even say the only magical city, because it is where black magic and white magic coexist. As a nod to that tradition, our Master of Ceremony for the opening will be Walter Rolfo, renowned Italian magician and President of Masters of Magic, organiser of the World Championship of Magic that will take place, for the first time in history, in Italy in July 2015.

SOCIAL EVENTS



Brought to you by Compagnia di San Paolo, the artists of Cirko Vertigo will open the summit of the world press with a lively and colourful circus extravaganza: a mix of acrobatic disciplines, a kaleidoscope of emotions and images that will take the audience on an evocative trip, leaving their imagination suspended between magic and reality. Cirko Vertigo is an international centre for the creation and production of performances and events, a circus arts training centre for professionals and amateurs and a residence for young artists.

The ceremony will be closed with a combination of music, dance and acting to showcase the iconic compositions of Rossini, performed by the Associazione Mozart and the Musical Talents Orchestra brought to you by Fondazione CRT. Associazione Mozart, affiliated to the Stiftung Mozarteum of Salzburg is dedicated to the training of young talents and the diffusion of classical music. The Musical Talents Orchestra is an ensemble of young musicians who could study thanks to the fellowships of Fondazione CRT.

The Opening Ceremony is organised in collaboration with:

Compagnia di San Paolo

The Compagnia di San Paolo, founded in Torino in 1563, is one of Europe's most important private foundations. The Foundation pursues the aim of favouring civil, cultural, and economic development through actions in the areas of scientific, economic and juridical research; education; art; conservation and enhancement of cultural heritage.



Compagnia
di San Paolo

Fondazione Cassa di Risparmio di Torino

Fondazione CRT is focused on the development of Torino, and of the regions Piemonte and Valle d'Aosta by supporting the best initiatives in the fields of art, culture, training, research, welfare and environment. Relevant resources are invested to uphold the region's excellence and the opportunities available to young people.

FONDAZIONE CRT

Aurora pens

Aurora pens, founded in Turin in 1919, is the Italian leading brand in the production and sale of writing instruments, maintaining the balance between artisan craftsmanship and technology and creating unique products. The Verona family, which leads the company, has been involved in the business of writing for more than four generations.



GALA DINNER

Tuesday 10 June

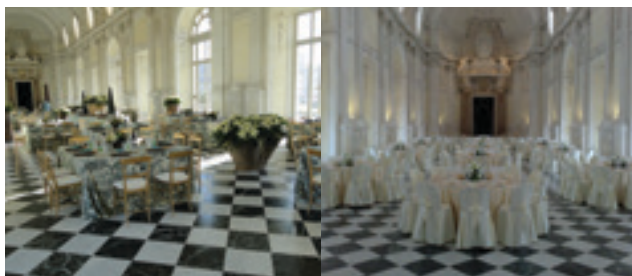


Royal Venaria - Piazza della Repubblica, 4, Venaria Reale.

Buses leave from Lingotto at 18:45
(45 minute route)

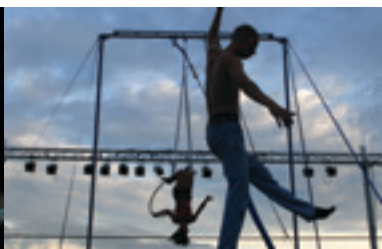
Sponsored by Mediaspectrum and La Stampa

The gala dinner takes place at Venaria Castle, the most glorious of the many Royal Residences that surround the city. It is the fifth most visited monument in Italy.



Thanks to Compagnia di San Paolo, the grand park of the Reggia di Venaria will come alive with a group of Cirko Vertigo artists, located in various performance areas where they will showcase a rich variety of circus techniques and highly poetic images.

The dinner will be held in the Great Gallery of Diana, a baroque masterpiece of architect Filippo Juvarra.



PRACTICAL INFORMATION

VENUE

The Congress and Forums:
Lingotto Conference Centre
Via Nizza 280, 10126 Torino

Tourism & visits _ Entrance Lingotto

- Turismo Torino prepared for you a map of the city especially designed for the event's participants, with indications of all relevant information for your conference experience and the main touristic attractions of Torino. Special thanks go to Tiziana, Marcella, Francesca, Elisa and all their colleagues, who supported us with enthusiasm and efficiency since day one.
- DIECICENTO Tour Operator Incoming has prepared for you city tours and conference post tours around Italy. For more information visit their desk at the entrance of Lingotto. www.diecicento.net
- La Stampa invites you to visit its stunning museum and brand new newsroom. Book your visit at the entrance of Lingotto.

Transportation

IF YOU NEED A TAXI PLEASE CALL +39.011.5730 +39.011.5737
Buses for Welcome Cocktail, Sunday 8/06, leave Lingotto at 19:30
Buses for Gala Dinner, Tuesday 10/06, leave Lingotto at 18:45

Speaker presentation slides

The presentation slides from speakers will be available online after the event. Delegates will receive the password and link via e-mail.

The Summit Meetings of the world press in Torino are organised in collaboration with

Mosaico Agency

WAN-IFRA wishes to thank the tireless work of Elena, Flavia and Silvia. All of Mosaico was crucial for the successful organisation of this event
www.agenziamosaico.it Tel +390115681238



Sparea water

The water you drink at the event is Sparea, from the eponymous alpine spring at Luserna San Giovanni and is bottled by Pontevecchio Mineral Water.

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