



DIGITAL MEDIA LATINOAMÉRICA

19 - 20 SEPTEMBER 2014 · LIMA · PERU

www.wan-ifra.org

WHAT SHOULD YOU EXPECT FROM #DML14?



Latin America's news industry is undergoing a rapid transition and this event provides the tools and insight for those executives wanting to lead that change.

Digital Media Latinoamérica 2014 has become the unmissable meeting point for Latin American newspapers striving for that essential added edge in today's hyper-competitive publishing environment. Through groundbreaking, provocative and highly-innovative cases at both a global and a regional level, this conference will spur creativity and innovation within our industry.

New this year:

- **Interactive break-out sessions** to exchange with experts on the industry's most advanced digital trends and issues.
- **Solution rooms**, a problem-solving and hands-on platform to provide delegates with the necessary tools for their company's digital transition.

- **Digital Media Awards**, the most prestigious competition in the industry for publishers to benchmark their digital offerings. The competition draws innovative publishers from all over Latin America who submit their engaging digital media campaigns and content to see where they stack up against their peers!

#DML14 will address the following topics:

Your digital revenue boosters for 2014

- Digital-only businesses
- Paid-content
- Programmatic & native advertising

The ideal digital-first organisation

- Multiplatform journalism
- Newsrooms: convergent, and then?
- The analytics dashboard every digital journalist should use

Digital Natives' Best Friends

- Embracing mobile strategies
- Matching the explosion video & visual storytelling demands

Being a watchdog in the digital age

- Data and investigative journalism
- Digital Safety



"Incredible event. I have been in many events focusing on digital in the US but this was better."

*Matthew Sanders, General Manager,
Deseret Digital Media, USA*

"It is indeed an event of great importance that is becoming increasingly necessary. This conference helps media companies to revolutionise our processes to face the immense digital challenges."

*Gabriel Trillos, Editorial Director,
Grupo Dutriz, El Salvador*

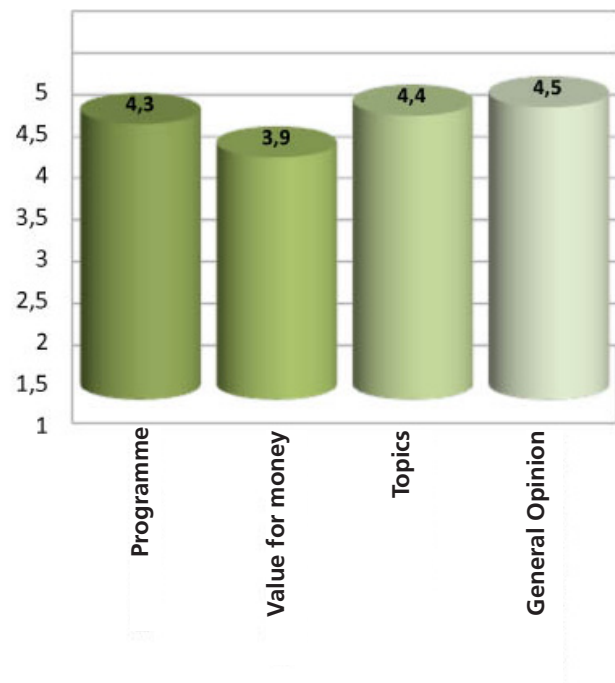
"I would like to thank you for the fantastic conference in Bogota. It was magnified by the quality of presentations and the good organization. Honestly it was one of the best WAN-IFRA events that I have attended so far."

*Roberto de Celis, Digital Business Manager,
Vocento, Spain*

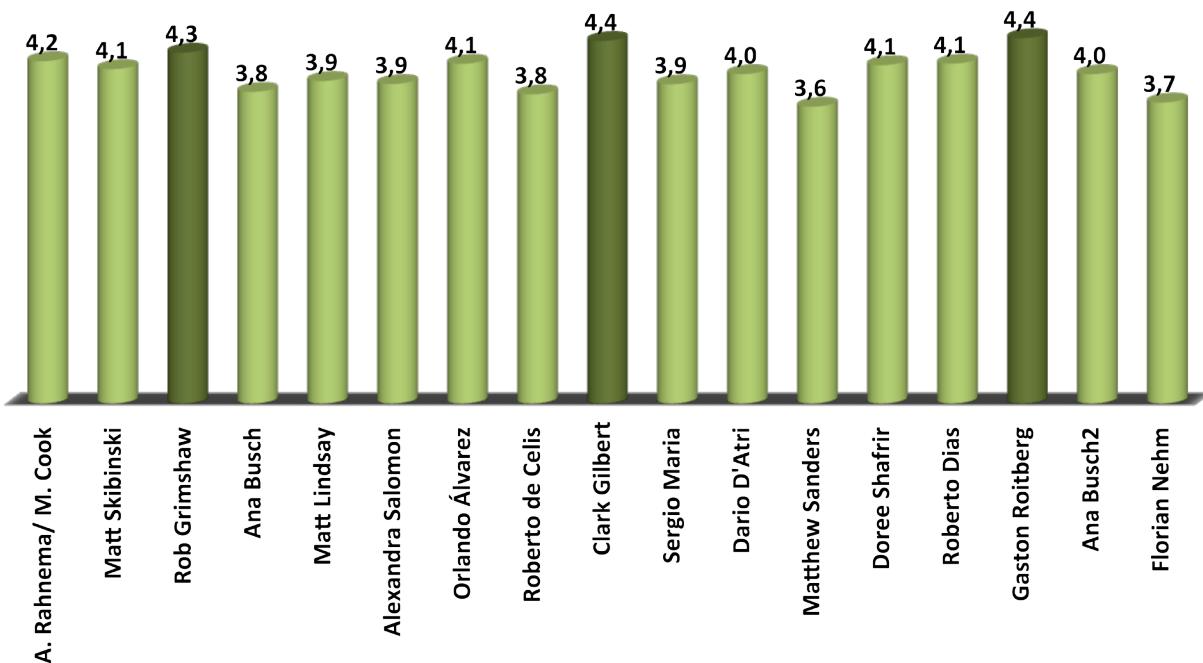
#DML13 Overall rating



#DML13 Rating. 1-5 Rating scale



#DML13 Speaker Rating. 1-5 Rating scale



CONFIRMED SPEAKERS



Jim Moroney
Publisher & CEO
The Dallas Morning News, USA

Jim is Publisher and Chief Executive Officer of The Dallas Morning News, a position he has held since June 2001. Moroney presently serves on the boards of the Associated Press, the Board of Directors of International News Media Association among others.

In April 2004, Editor & Publisher selected Moroney as Publisher of the Year for his accomplishments at The Dallas Morning News. In 2012, he received the Frank W. Mayborn Award for Community Leadership from The Texas Daily Newspaper Association.



Marcos Foglia
Digital Content Manager
Artear, Argentina

Marcos is a specialist in digital content management. He currently hold the position of Digital Content Manager at Artear, the television media company for Grupo Clarin. He previously worked at Clarin.com, CNNenEspañol, ESPN, Business Group

(Spain) and Grupo Ferre Rangel (Puerto Rico). He holds a BA and MA in Journalism and a Masters in Business Administration.



Carlos Guyot
Editor-in-Chief
La Nacion, Argentina

Carlos Guyot, is La Nacion's newly appointed Editor-in-Chief. In 2008 he became the company's first Innovation Director, a position that allowed him to develop and deploy a series of processes meant to update La Nación products and the newsroom. In

2011, Guyot was promoted to News Editor and joined the paper's exec leadership; he was a key member of the team behind the daily's new print layout, which came out in 2012 with great approval from readers and advertisers.



Caio Tulio Costa
Partner at MLV Comunications, Brazil

Caio Tulio Costa is Partner at MVL Comunicação. Journalist, PhD in Communication, Professor (ESPM), Digital Media expert, Visiting Research Fellow at Columbia University Journalism Graduate School in New York. Former Managing Editor of Folha de S. Paulo (largest Brazilian daily

newspaper), founder of UOL - Universo Online and former CEO of iG. He recently published a research paper titled "A Business Model for Digital Journalism: How Newspapers should Embrace Technology, Social and Value Added Services".



Rosental Alves
Founder and Director, Knight Center for Journalism in the Americas, USA

Rosental Calmon Alves is a professor of journalism at the University of Texas at Austin, where he holds the Knight Chair in Journalism and the UNESCO Chair in Communication and is also the founder and director of the Knight Center for Journalism

in the Americas. Created in 2002, the center has benefited thousands of journalists around the world with training programs. In Latin America and the Caribbean, the center has helped journalists to create a new generation of organizations dedicated to elevating the professional and ethical standards of journalism in their countries.

SCHEDULE

19-20 September 2014

8.00-8.30 Registration

8.30 Welcome

First coffee break 10.00hrs - 10.30hrs

Networking lunch 12.30hrs - 14.00hrs

Second coffee break 16.00hrs - 16.30hrs

Last session ends at 18:30hrs approximately

VENUE & ACCOMMODATION



JW MARRIOTT LIMA
Malecón de la Reserva 615
Lima, Peru
Tel: +5112177171
reservations.lima@marriott.com

DELEGATE RATES: 230 USD (excl. TAX).
Includes: Breakfast & WIFI

Reservations:

Monica Terukina - Group Coordinator
e-mail: reservations.lima@marriott.com
Phone +511 2177171

CONFERENCE FEES

Early bird rates (until 18 August 2014)

- * 550 EUR WAN-IFRA Members
- * 750 EUR Non members

Regular rates

- * 650 EUR WAN-IFRA Members
- * 850 EUR Non members

Register at:

<http://www.wan-ifra.org/dml14>

Special rates for groups. Contact raquel.gonzalez@wan-ifra.org for more info.

SPONSORS

