DAY 1 Wednesday, 28 September (Central European Time)

08:00 - 19:00 Registration / Badge Pick-up / Information

Welcome coffee and networking

Welcome to Zaragoza
The people, culture, city and region behind WNMC22. What to expect over the next three days
Fernando de Yarza López-Madrazo, HENNEO & WAN-IFRA | Entertainment: Miguel Ángel Berna

World Editors Summit
Seeking solutions for sustainable climate reporting (Workshop)
Fergus Bell, Fathm | Laura Oliver | Tom Trewhinnard, Fathm

Media Leaders Summit
The power of sharing - lessons from Spanish alliances
Irene Lanzaco, AMI | Carlos Godó, Grupo Godó & Wemass
Irigo de Yarza Lopez-Madrazo, HENNEO & Alayans
Aitor Moll, Prensa Ibérica | Ester García Cosín, Havas Media Group

Communication Directors Summit
Navigating the evolving PR and news media relationship
Miguel López de Quesada, Dircom Association | Irene Lanzaco, AMI
Patricia Colino, Banco Santander | Laura Oliver | Tom Trewhinnard, Fathm

Coffee break and networking

Media Leaders Summit
CEOs building sustainable and diversified media businesses (Part 1)
Concha Iglesias, Deloitte | Carlos Nuñez Muriá, PRISA Media
Gabriela Canas, Agencia EFE | Hector Aranda, Grupo Clarín & AGEA

Lunch break and networking

World News Day
#JournalismMatters, so how do we win over journalism’s detractors and underserved audiences?
Vivian Schiller, The Aspen Institute | David Wilmshurst, Globe and Mail | Alessandra Galloni, Reuters | Warren Fernandez, Straits Times & World Editors Forum

Coffee break and networking

Press Freedom
Golden Pen of Freedom 2022 Award & Worrying state of Press Freedom around the world
Warren Fernandez, Straits Times & World Editors Forum | Javier Garza Ramos, Safety Advisor | Joanna Krawczyk, Gazeta Wyborcza Foundation
Ritu Kapur, The Quint | Joan Chinwa, Free Press Initiative | Marcelo Rech, President Brazilian Newspaper Association

Welcome Reception
Spanish evening with wine and tapas at the UNESCO World Heritage Site
DAY 2 Thursday, 29 September (Central European Time)

08:00 - 18:30 Registration / Information

Sponsored Session by Sophi
Breakfast session: Layering AI into News24’s new digital subscription business
Sonali Verma, Sophi.io | Adriaan Basson, News24

Women in News
Editorial Leadership Awards
Fernando de Yarza López-Madrazo, HENNEO & WAN-IFRA

Future of Media
What’s next for journalism and media?
Emily Bell, Tow Center for Digital Journalism, Columbia Journalism School | Nicholas Johnston, Axios | Sinead Boucher, Stuff | Pal Nedregotten, Amedia

Coffee break and networking
11:00 - 11:30 | Exhibition Hall

Media Leaders Summit
Trends: the headwinds and (hopeful) tailwinds pushing news media
Dean Roper, WAN-IFRA | Lisa MacLeod, FT Strategies

World Editors Summit
Editors driving change AND winning audiences
Rosalind Alves, University of Texas at Austin & Knight Center for Journalism in the Americas | Emma Tucker, The Sunday Times | Pepa Bueno, El País | Jose del Rio, LA NACION | David Wehrnsyne, Globe and Mail

Sponsored Session by United Robots
More stories, closer to home: Why automated content has become a priority for local publishers
Cecilia Campbell, United Robots | Jan Stian Vold, Bergens Tidende

Brought to you by UNESCO
Data transparency: how can media retake the narrative?
Guy Berger | Nnenna Nwakanma, World Wide Web Foundation | Irene Lanzaco, AMI

Media Leaders Summit
CEOs building sustainable and diversified media businesses (Part 2)
Vivian Schiller, The Aspen Institute | Ladina Heimgartner, Ringier Group & Blick | pierre louette, Les Echos – Le Parisien | lishnet davidson, Media24

World Editors Summit
Resetting newsroom priorities
Liz Corbin, European Broadcasting Union (EBU) | Saemmool Lee, Dong-A Ilbo | Adriaan Basson, News24 | Phil Chetwynd, Agence France-Presse (AFP)

Lunch Break
12:30 - 13:00 | Exhibition Hall

Sponsored Session by Google News Initiative
Sustainable future of news industry: focusing on digital transformation
Lisa MacLeod, FT Strategies | Shweta Bhandary, Google

Media Leaders Summit
Reader Revenue: Opening the black box of successful products

World Editors Summit
The disinformation infiltration
Fergus Bell, Fathm | Sophie Nicholson, AFP | Rebecca Skippage, BBC News | Natalia Antelava, Code Story | Adrian Mont, World Economic Forum

Hosted by Stibo DX
Artificial Intelligence: Friend or foe? Opportunities and challenges in using automation in the newsroom

Sponsored Session by Content Authenticity Initiative
Fighting mis/disinformation with the Content Authenticity Initiative
Santiago Lyon, Adobe-led Content Authenticity Initiative
### DAY 2  Thursday, 29 September  (Central European Time)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:30 - 16:45</td>
<td><strong>Keynote</strong>&lt;br&gt;The spiral of silence&lt;br&gt;Sulina Conna, Google</td>
</tr>
<tr>
<td>16:45 - 17:00</td>
<td><strong>Keynote</strong>&lt;br&gt;Innovating for the future of news&lt;br&gt;Sulina Conna, Google</td>
</tr>
<tr>
<td>17:00 - 17:30</td>
<td><strong>Digital Media Awards</strong>&lt;br&gt;Winner announcement for Digital Media Awards Worldwide 2022</td>
</tr>
<tr>
<td>17:30 - 18:30</td>
<td><strong>Sponsored by Seedtag</strong>&lt;br&gt;Happy Hour: Vino Español</td>
</tr>
<tr>
<td>18:00 - 18:45</td>
<td>18:00 - 18:45 Bus shuttles to hotels</td>
</tr>
<tr>
<td></td>
<td>19:45 Bus shuttles to Gala Dinner</td>
</tr>
<tr>
<td>20:00 - 23:00</td>
<td><strong>Gala Dinner</strong></td>
</tr>
</tbody>
</table>

18:00 - 23:00 | **Gala Dinner**                                                       |
## DAY 3  
**Friday, 30 September** (Central European Time)

08:00 - 15:00 Registration / Information

### Hosted by Piano

**Breakfast session: Reflections, perspectives and ambitions. A view on evolving subscription strategies from El Mundo and El Confidencial.**

Stephen Mills, Piano | Jose Navas, El Confidencial | Íñigo de Juan, Unidad Editorial

| 09:30 - 10:30 | Auditorio | Media Leaders Summit  
**Future tech and media strategies**

Audrey Tang, Ministry of Digital Affairs, Taiwan  
Michael Young, Reuters  
David Tomchak, Oxford Internet Institute  
Siobhan Keam, Condé Nast

| 09:30 - 10:30 | Sala C | World Editors Summit  
**Editor of the future**

Federica Cherubini, Reuters Institute for the Study of Journalism | David Boardman, Temple University School of Media and Communications | Nwabisa Makunga, Sowetan | Wolfgang Krach, Süddeutsche Zeitung

| 09:30 - 10:30 | Sala 1.1 | Media Leaders Summit  
**Future of the printed newspaper: executive roundtable**

Martha Ramos Sosa, Organización Editorial Mexicana | Andreas Müller, Medienhaus Aachen Lenca Cerna, Economia | Mohit Jain, Bennett Coleman and Co.

### Coffee break and networking

10:30 - 11:00 | Exhibition Hall

### Media Leaders Summit  
**Audience5: The key to sustainable and growing news enterprises**

Eero Korhonen, Google  
Vincent Payréigne, WAN-IFRA  
Patric Hamsch, NWT Media  
Margot Müller, Rheinische Post Mediengruppe  
Alexandra Borchardt  
Khalil A. Cassimally, The Conversation

| 11:00 - 12:30 | Auditorio | Media Leaders Summit  
**What makes audiences stay loyal, and how do you reduce churn?**

Toby Collodora, Star Tribune Alan Fisco, The Seattle Times

| 11:00 - 12:00 | Sala C | Women in News Summit  
**Leading newsrooms-in-transition**

Jane Barrett, Reuters Toyosi Ogunseye, BBC  
Pamella Sittoni, Nation Media Group  
Mar Cabra, The Self-Investigation

| 11:00 - 12:30 | Sala 9 | Women in News Summit  
**Women's owned/run media, lessons and its future**

Mariana Santos, Chicas Poderosa Ritu Kapur, The Quint  
Catarina Carvalho, Mensagem de Lisboa  
Alia Ibrahim, Daraj.com

| 11:00 - 12:00 | Sala 1.1 | Media Leaders Summit  
**Advertising**

Lotta Tjulin Thörnqvist, Schibsted Brand Studio  
Georgie Cauthery, Financial Times  
Danny Spears, The Ozone Project  
Noemí Ramírez

### Lunch

12:00 - 13:00 | Sala C

### Brought to you by GAMI

**Future of media and tech: case studies**

David Tomchak, Oxford Internet Institute  
Joseph Lawrence, MeSearch  
Lea Eberle, Ringier  
Gary Liu, Artifact Labs  
Laurent Bainer, 20 Minutes  
Ursula O’Kuignhtons, W3 Foundation

### Media Leaders Summit  
**Innovation**

Juan Seiño, Innovation Media Consulting Group

### End of the event

14:00 - 14:30 | Exhibition Hall