27 - 29 May 2024 | Copenhagen, Denmark

75th World News Media Congress

Shaping the Future of News Media in the AI Era

3 Days • 3 Conferences • 5+ Workshops • 2 Study Tours • Awards • Unrivalled Networking

wan-ifra.org/events/wnmc24

Visit the website to learn more about the event and register.
The World News Media Congress (WNMC) is organised and hosted by WAN-IFRA in a different city each year.

WNMC24 in Copenhagen will feature 3 Summits, 2 Study Tours, and several workshops to provide inspiration. You will get access to scores of international experts, and diverse case studies. There is something for everyone invested in a better future for news media. The event is hosted in partnership with the Danish Media Association.

The 2023 Congress in Taipei, Taiwan drew around 900 people from over 55 countries for three days of conferences, executive meetings, networking and social events.

Visitors at glance

The Congress brings together some of the most innovative leaders in journalism and news media organisations from across the globe to discuss and debate common challenges and share ideas and solutions.

900+ Participants
70+ Nationalities
500+ Organisations
80+ Speakers
80% C-Level
40% Women

Previously attended by

REUTERS axel springer luxemburger Wort dmg::media Süddeutsche Zeitung Bloomberg


JPIPolitikensHus TORONTO STAR DAILY NATION Schibsted Le Télégramme MediaHuis Star Media Group

Bangkok Post LA NACION South China Morning Post United Daily News Sino

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# WNMC24

## PRELIMINARY PROGRAMME OVERVIEW

### Monday, 27 May
- 08:00: Registration & Welcome Coffee
- 09:00: Workshop, Media Freedom Session, AI Workshop
- 11:00: Coffee Break
- 11:30: Workshop, Constructive Journalism Workshop, AI Workshop
- 12:30: Lunch
- 14:00: Welcome & Opening
- 14:30: Media Freedom Session, Workshop, Media Policy Forum
- 16:30: Coffee Break
- 17:00: Golden Pen of Freedom Award Transfer to Gala Dinner
- 19:30: Gala Dinner

### Tuesday, 28 May
- 08:00: Breakfast Session
- 09:00: Plenary
- 10:00: Leaders Summit, Editors Summit, Digital Media
- 11:00: Coffee Break
- 11:30: Leaders Summit, Editors Summit, Digital Media
- 12:30: Lunch
- 14:00: Leaders Summit, Editors Summit, Digital Media
- 15:30: Coffee Break
- 16:00: Plenary
- 17:30: Happy Hour

### Wednesday, 29 May
- 08:00: Breakfast Session
- 09:00: Leaders Summit, Editors Summit, Digital Media
- 10:00: Coffee Break
- 11:00: Leaders Summit, Editors Summit, Digital Media
- 11:30: Lunch
- 14:00: Leaders Summit, Editors Summit, Digital Media
- 15:30: Coffee Break
- 16:00: Closing Plenary: Innovation Report
CONFERENCE TRACK 1

World Media Leaders Summit
Strategies for sustainable news organisations

Topics:
- CEO’s Dilemmas
- Business Models
- News is not enough - Diversification in Revenue and Organisational Strategies
- Rethinking Value for Funding Models and Investment
- Taking Media Sustainability to the Next Level
- Learning from Disruptions in the News Media Market

CONFERENCE TRACK 2

World Editors Summit
Amid unprecedented challenges to journalism and democracy, how are newsrooms rethinking what they do and how they do it?

Topics:
- The Existential Challenges Confronting Newsrooms
- Newsroom Transformation
- AI in the Newsroom
- How Sell Your Journalism to News Avoiders
- Rethinking Climate Journalism
- Disinformation, Journalism and Democracy in 2024

CONFERENCE TRACK 3

World Digital Media Summit
Focus on digital revenue and product innovation.

Topics:
- Reader Revenue: Holistic approach for paywall growth
- Alchemy of News Products: Boost audience loyalty and subscriptions
- B2B Challenge: Explore diversification for additional revenue
- Digital Advertising: Rethink digital advertising strategy
- Audience Development: Expert insights in a changing landscape
- Innovate Local: what’s next for local publishers?
**Workshops & In-Depth Sessions**

**Workshops**
Practical and incisive facilitated sessions for members of our various communities to show, share, educate and inspire. Dive deep into hot topics and critical issues.

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<th>AI</th>
<th>Constructive Journalism</th>
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<td>This is an opportunity to dig down into how AI may change the profession of journalism. The workshop comprises two parts: the first 45 minutes for everyone, including beginners, and the second 45 minutes for those seeking a deeper understanding.</td>
<td>This Danish-born approach to journalism recognises audiences are fed up with the sensationalism and negativity bias of the news. Learn about the Three Pillars of Practice: – solutions, nuance and democratic conversation.</td>
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**Media Freedom Sessions**

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<th>Special Focus Ukraine</th>
<th>Media Freedom in Young Democracies</th>
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<td>Free, independent media across Ukraine continue to inform despite the immense challenges and devastating tragedy of ongoing war. In this session we hear from Ukrainian media professionals on how best to respond to current needs.</td>
<td>Democracies around the world are under immense pressure and the media are struggling to maintain their watchdog position. This session will provide a snapshot of how media organisations overcame challenges, navigated successes, and dealt with setbacks as they undertook a critical role in recent democratic transitions.</td>
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**Study Tours**
Opportunities to visit leading newsrooms in Scandinavia. Get behind-the-scenes access and meet, share and learn from Nordic leaders driving subscriptions, newsrooms, social media, audience development, data and analytics.

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<th>Scandinavian Media Transformation Study Tour</th>
<th>AI Innovation Study Tour</th>
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<td>Oslo, Stockholm &amp; Copenhagen 20 to 25 May</td>
<td>Denmark, 29 to 31 May</td>
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**Stars4Media NEWS: supporting innovation and change in the news media industry**
Come and hear about 14 innovative projects funded and coached by the Stars4Media NEWS programme (co-funded by the EU) and discover which of them will receive a Stars4Media award! This will be followed by a discussion about supporting innovation and managing change in the news media industry and how to participate in our Stars4Media programmes.

**Media Policy Forum**
WAN-IFRA acts as a resource centre and knowledge-sharing platform for members as they navigate ongoing transformations in the regulation of news media and assess the impact on their businesses. This two-hour session will reflect on the main challenges brought by technology and the possible legislative answers to ensure the next decade of News Media Sustainability.
Free Post Congress Workshop on Constructive Journalism

Why not stay a little longer and join the independent Constructive Institute for a post Congress workshop on Thursday May 30th at Pressen, JP/Politikens Hus, in the heart of Copenhagen. What is Constructive Journalism? How does it work? And what is the impact for trust, news avoidance and bottom line? Editors from constructive newsrooms in Scandinavia, will share their experiences of changing mindset and editorial habits. You'll hear about the new Constructive Institute Asia Pacific in Australia and dive into the findings of the Constructive Climate Explorer Project, where climate reporters from news media across the world have found best practice to cover the biggest story of our time and combat climate fatigue. The project partner is the Novo Nordisk CO2 Research Center at Aarhus, Tübingen and Stanford Universities.

Awards

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<th>Golden Pen of Freedom</th>
<th>Digital Media Awards Worldwide</th>
<th>Women in News Editorial Leadership Awards</th>
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<td>WAN-IFRA’s highest honour recognising outstanding action, in writing or deed, of an individual, a group or an institution in the cause of press freedom.</td>
<td>The news media industry’s only truly global digital media competition.</td>
<td>Career achievement awards that recognises exemplary contributions of woman Editors to newsrooms under their leadership, and the newspaper’s contribution to society.</td>
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Networking

Opportunities to meet, mingle and make lasting contacts from around the world.

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<th>Gala Dinner</th>
<th>Happy Hour</th>
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<td>Take a boat ride to Copenhagen’s new opera house, where you can enjoy views of the old town and listen to opera singers while dining in this stunning location.</td>
<td>Network with your peers at the Tivoli Garden after the sessions end on day 2 of the Congress.</td>
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OUR TOP SPEAKERS

Marty Baron
Retired Executive Editor,
The Washington Post, USA

Kristin Skogen Lund
CEO, Schibsted, Norway

John Ridding
CEO, FT Group, UK

Niddal Salah-Eldin
Talent & Culture, Member of the Executive Board, Axel Springer Verlag, Germany

Naja Nielsen
Digital Director, BBC News, United Kingdom

Anna Bateson
Chief Executive, Guardian Media Group, UK

Francesco Marconi
Co-founder & CEO, AppliedXL, USA

Branko Brkic
Editor-in-Chief, Daily Maverick, South Africa

Kjerst Løken Stavrum
CEO, Tinius Trust, Norway

Stig Ørskov
CEO, JP/Politiken Media Group, Denmark

Emily Withrow
VP of Product and Head of Subscriber Experiences, The New York Times, USA

Sarah Marshall
VP, Audience Strategy, Condé Nast, UK

Fabrice Fries
CEO, Agence France-Presse (AFP), France

Thomas Leysen
Chairman, Mediahuis, Belgium

Emily Bell
Director, Tow Center for Digital Journalism, Columbia Journalism School, USA

Juan Señor
President, Innovation Media Consulting Group, UK

Kristin Skogen Lund
CEO, Schibsted, Norway

Emily Bell
Director, Tow Center for Digital Journalism, Columbia Journalism School, USA

Juan Señor
President, Innovation Media Consulting Group, UK

Kristin Heitmann
SVP and Chief Revenue Officer, The Associated Press, USA

Prof. Lucy Kueng
Strategic Advisor, Author, Senior Research Fellow, Reuters Institute, Switzerland

Anna Bateson
Chief Executive, Guardian Media Group, UK

Patricia Campos Mello
Journalist, Folha de São Paulo, Brazil

Rasmus Kleis Nielsen
Director, Reuters Institute for the Study of Journalism, UK

Ulrik Haagerup
Founder and CEO, Constructive Institute, Denmark

Jennifer Wilton
Editor in Chief, Die Welt, Germany

Martha Ramos
Editorial Director, OEM, Mexico

Anders Eriksson
Group CEO Bonnier News, Sweden

Anders Opdahl
CEO, Amedia AS, Norway

Kritasha Gupta
Head of Business Development, Financial Times, UK
VENUE

Tivoli Hotel & Congress Center

Located only 15 minutes from Copenhagen Airport, Tivoli Hotel & Congress Center is in the heart of Copenhagen, within walking distance of the Copenhagen Central Station.

Designed by world-famous architect Kim Utzon, the congress center is one of the largest in Copenhagen. The impressive Tivoli Congress Hall hosts up to 2,400 guests, making it a perfect setting.

HOTELS

Tivoli Hotel & Congress Center

The only hotel with a direct link to the Congress venue offers a seamless hotel and congress experience. It has luxurious rooms, top-notch amenities, four restaurants, two sky bars, in a convenient waterfront location. In 2022, it was awarded “Best Hotel in Copenhagen 2022.” Situated near Copenhagen’s trendy Vesterbro neighbourhood, guests have easy access to hip restaurants, shops, cultural events, and more. The hotel’s own bus stop and a quick 10-minute walk to the central station make exploring Copenhagen’s attractions a breeze.

Reservation

Click on the button above to reserve at the preferential rate negotiated for our Congress delegates. Alternatively, you can get in touch with Tivoli Hotel directly at tivolihotel@arp-hansen.dk, mentioning our event code: WNMC24. (Please check your spam folder for any potential misplacement of emails from Tivoli Hotel).

There are many other hotels within walking distance to the Tivoli Hotel and Congress Center, including:

- **Wakeup Copenhagen – Carsten Niebuhrs Gade** ★★ - next to the venue
- **Cabin Copenhagen** ★★★ - opposite to the venue
- **Copenhagen Island** ★★★★ - 6 minute walk to the venue
- **Wakeup Copenhagen – Bernstoffsgade** ★★ - 11 minute walk to the venue
DESTINATION INFORMATION

Visit Copenhagen

A wonderful experience awaits in beautiful and sustainable Copenhagen. Danes rank among the world’s happiest people and in Copenhagen and the beautiful surrounding region, you’ll learn why. The buzzing capital mixes royal history, modern architecture and loads of culture with sustainable living and a mouthwatering culinary scene.

Discover more of Copenhagen’s tourist attractions: Visit Copenhagen

VISA

Countries outside the Schengen area and some nationalities need a visa to enter. Check the latest requirements for your country on the Danish Immigration Service’s website.

General Information about Denmark

Check out Visit Denmark website to find useful information and to prepare for your trip.
ABOUT WAN-IFRA

WAN-IFRA is the World Association of News Publishers. Its roots go back to 1948 as a federation formed to fight for a free press worldwide. The association has 80 national association members representing 18,000 publications in 120 countries.

Our Mission

Our mission is to protect the rights of journalists and publishers across the world to operate free media, and provide our members with professional services to help their businesses prosper in a digital world and perform their crucial role in open societies.

WAN-IFRA focuses on the three fundamental areas that matter for the future of independent news publishing:

Press Freedom and Journalism
Protect the rights of journalists and publishers to operate free media.

Media Sustainability
Provide our members with access to sustainable innovation and professional services to help their businesses prosper.

Media Innovation
Bring the outside in, looking beyond what is already known. Connect our members to lighthouse innovation.

About our Partner

DANISH MEDIA ASSOCIATION

Danish Media Association represents 240 private media companies in Denmark, serving as a pillar of the country’s democratic framework. Their members, including newspapers, journals, magazines, radio, podcasts, and online media, deliver credible, diverse, and crucial information to communities nationwide. Committed to fostering an open society, we advocate for a strong, independent media landscape and work tirelessly to support its growth and impact.

CONTACT

Project Lead
Christin Herger, Director, Global Events (christin.herger@wan-ifra.org)

Sponsorship & Exhibition
Sumithra Höning, Deputy Director, Global Sales (sumithra.hoenig@wan-ifra.org)

Programme & Speakers
Cherilyn Ireton, Executive Director World Editors Forum (cherilyn.ireton@wan-ifra.org)
Valérie Arnould, Deputy Director, Digital Revenue Network (valerie.arnould@wan-ifra.org)
Martin Fröhlich, Director Digital Revenue Network (martin.froehlich@wan-ifra.org)

Registration & Invoicing
Ilona Gümperlein, Senior Project Manager (ilona.guemperlein@wan-ifra.org)

Project Managers
Rina Park, Project Manager (rina.park@wan-ifra.org)
Istighfarrany Sugiyarto, Project Manager (istighfarrany.sugiyarto@wan-ifra.org)