



**Preliminary Program**  
**78 General Assembly**  
**Madrid, Spain**  
**October 27-30, 2022**  
[Link to assembly registration](#)

**Wednesday, October 26**

**IE University - SIP Conference**  
**IE Tower. 24th and 25th floors**  
**P. de la Castellana, 259E, 28046**

[Link to registration for this event](#)

*(Free for participants in the 78th General Assembly)*

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|-------------------------|------------------------------------------------------------------------------------------------|
| 11:00 a.m. - 12:00 p.m. | <i>"The media today: rethinking the value proposition". Professor <b>Enrique Dans</b></i>      |
| 12:00 - 12:20 p.m.      | <i>Info Veritas presentation.</i>                                                              |
| 12:20 - 12:45 p.m.      | Coffee break                                                                                   |
| 12:45 - 1:45 p.m.       | <i>The platformization of the economy: impact on the media industry and new opportunities.</i> |

**Thursday, October 27**

**Meliá Castilla Hotel**

***El Prado Hall***

*Sessions open to all participants*

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|-----------------------|------------------------------------------|
| 8:00 a.m. - 5:00 p.m. | Registration and credentials. Falla Hall |
|-----------------------|------------------------------------------|

- 9:00 - 10:15 a.m. *"The challenges of journalism in the era of Data"*.  
**Alejandro Lorenzo Edreida**, CEO, Protecmedia;  
**Aida Medéz**, director GFK DAM; **Roberto Álvarez**,  
CDO and CIO, *Prensa Ibérica*, Spain and **Vicente  
Ruiz Gómez**, deputy director, *El Mundo*, Spain.
- 10:15 - 10:35 a.m. Coffee break. *Courtesy of Latin Press.*
- 10:35 - 11:25 a.m. *"How data can powerfully transform the work  
dynamics of the editorial team for better results"*.  
Panel organized by Marfeel.
- 11:25 a.m. - 12:45 p.m. *"The battle for readers' attention in an  
environment of information overabundance"*.  
**Daniela Mendizabal**, digital director Grupo  
Multimedios, *Milenio*, Mexico; **Javier Martínez**, *La  
Vanguardia*, Spain. Moderator: **David Sancha**,  
CIO, Xalok, Zaragoza, Spain.
- 12:45 - 1:45 p.m. *"Freedom of the press and new business values in  
a Democracy"*. **Javier Cremades**, President, World  
Association of Jurists; **Manuel Aragón Reyes**,  
Magistrate Emeritus, Constitutional Court of  
Spain; **Juan Luis Cebrián**, Vice President,  
Asociación de Medios Informativos, Spain.  
Moderator: **Candelas Martín de Cabiedes**,  
Director of Business Development, Europa Press.
- 1:45 - 3:15 p.m. Lunch. Hidalgo Room. *Courtesy of Agence France  
Presse, AFP.*
- 3:15 - 4:15 p.m. Official Inauguration. **Jorge Cahanuati**, IAPA  
President, **Gabriela Cañas**, President of *Agencia  
EFE* and a representative of the Government of  
Spain. Message from the Minister of Foreign  
Affairs, European Union and Cooperation of Spain,

**José Manuel Albares.** Message from **Tawfik Jelassi**, Assistant Director General of UNESCO.

4:15 - 5:00 p.m.

*"Neighboring rights and a successful agreement with platforms on content"*. **Fabrice Fries**, President of *Agence France Presse, AFP*.

5:00 - 5:30 p.m.

Coffee break. *Courtesy of Latin Press.*

5:30 - 6:30 p.m.

*"Journalism in Spanish, opportunities and challenges in the Digital Era"*. **Gabriela Cañas**, president, *Agencia EFE*; **Ignacio Escolar**, director, *elDiario.es*, Spain.

8:00 p.m.

Cocktail reception and welcome dinner, courtesy of *Agencia EFE - Hipódromo de la Zarzuela*. (Buses will depart at 7:30 p.m. from the hotel).

## **Friday, October 28**

### ***El Prado Hall***

*Sessions open to all participants*

8:00 a.m. - 5:00 p.m.

Registration and credentials. Falla Hall

9:00 - 9:45 a.m.

Opening of sessions of the Committee on Freedom of the Press and Information. **Jorge Canahuati**, IAPA President; **Carlos Jornet**, Chairman of the Committee. Special guest: **Renata Holmann**, daughter of **Juan Lorenzo Holmann**, in prison.

9:45 - 10:45 a.m.

*"For every blow to press freedom, a new defender"*. **Néstor Arce**, *Divergentes*, Nicaragua; **Gabriela Cáceres**, *El Faro*, El Salvador; **Yadiris Luis Fuentes**, *Eltoque.com* and *ADN*, Cuba and **Alonso Moleiro**, contributor to various media and *El País*,

Venezuela. Moderators: **Carlos Jornet**, IAPA; **Alfonso Bauluz**, president of Reporters Without Borders, RSF, Spain.

10:45 - 11:00 a.m.

Coffee break. *Courtesy of The Associated Press, AP.*

11:00 - 12:00 p.m.

Regional Vice Presidents of Press Freedom.

12:00 - 1:30 p.m.

Regional Vice Presidents of Press Freedom.

1:30 - 3:00 p.m.

Lunch. Castilla Hall. *Courtesy of Televisa.*

3:15 - 4:15 p.m.

*Journalism in an increasingly difficult environment: A conversation with **A.G. Sulzberger** by **Michael Greenspon**, Senior Vice President, IAPA.*

4:15 - 4:45 p.m.

Coffee break. *Courtesy of The Associated Press, AP.*

4:45 - 5:15. p.m.

*“How the Content Authenticity Initiative combats digital misinformation.” **Santiago Lyon**, Director of Advocacy and Education, Content Authenticity Initiative, New York, USA.*

5:15 - 6: 15. p.m.

Presentation of the new Chapultepec Index ranking on press freedom. **Carlos Jornet** and **León Hernández, Argelia Perozo**, UCAB, Venezuela.

6:30 - 8:00 p.m.

IAPA Awards for Excellence in Journalism. **Leonor Mulero**, President of the Awards Committee. Remarks by **Candelas Martin de Cabiedes**, Europa Press.

8:00 - 10:30 p.m. Reception and dinner with flamenco show. Castilla Hall. *Courtesy of Europa Press*. Remarks by **Asís Martín de Cabiedes**, President of Europa Press.

**Saturday, October 29**

***El Prado Hall***

*Sessions open to all participants*

8:00 a.m. - 5:00 p.m. Registration and credentials. Falla Hall

9:00 - 10:30 a.m. Board of Directors meeting. **Gabriela Vivanco**, IAPA Secretary.

10:30 - 11:00 Coffee break. *Courtesy of Infobae*.

11:00 - 11:45 a.m. *"Our fight for fair, reasonable, universal and equitable remuneration"*. **Jorge Canahuati**, **Roberto Rock**, **Carlos Jornet**, and **Danilo Arbilla**.

11:45 a.m. - 12:45 p.m. Interview with director of *El País*, **Pepa Bueno** by **Borja Echevarría**, executive editor, *El País*.

12:45- 1:45 p.m. *Google Showcase*. **Daniel Hadad**, founder and director *Infobae*, Argentina; **Ana Ormaechea**, Chief Digital Officer, *Prisa Radio*, Spain; **Werner Zitzmann**, executive director, AML, Colombia. Moderator: **Andrea Fornes**, Director of News Product Alliances, Google Latin America.

1:45 - 3:15 p.m. Lunch. Castilla Room. *Courtesy of TV Azteca*, Mexico.

3:15 - 4:30 p.m. " *'Keep the Media Business Running: Media Viability in the Digital Age.'* **Guy Berger**, senior consultant,

UNESCO; **Zoé Titus**, president of the Global Forum for Media Development. Moderator: **Ana Cristina Ruelas**, Senior Programme Specialist, UNESCO.

4:30 - 5:00 p.m.

Coffee break. Courtesy of Infobae.

5:00 - 6:15 p.m.

*"Update on the conditions of commercial use of editorial content in the European Union and the Americas".* **Angela Mills-Wade**, executive director, European Publishers Council; **Aurore Raoux**, News Media Europe; **Danielle Coffey**, News Media Alliance, United States and **Paul Deegan**, News Media Canada. Moderator: **Florian Nehm**, *Axel Springer*, Germany.

8:30 p.m.

Dinner at the Reina Sofia National Museum. Private tour of Guernica. Courtesy of ProtecMedia.  
(Buses will leave at 8:00 p.m. from the hotel).

### **Sunday, October 30**

#### ***El Prado Room***

*Sessions open to all participants*

8:00 a.m. - 3:00 p.m.

Registration and credentials. Falla Room

9:00 - 10:30 a.m.

Approval of reports, resolutions and conclusions. Appointment of the new authorities and members of the IAPA Board of Directors.

10:30 - 11:15 a.m.

*What can the media learn from other sectors in times of social change, economic uncertainty and digital transformation?".* **Mario Tascón**, *Poderoso Volcán*, Spain.

11:15 - 11:45 a.m.

Coffee break. *Courtesy of Hermanos Castillo.*

- 11:45 a.m. - 12:45 p.m. *"Challenges about the World Cup in Qatar"*.  
Representatives of sports media. Representatives  
of *AS, Marca*.
- 12:45 - 1:00 p.m. *"A new unmined GOLD market is born"*. **Héctor  
Oscar Casas**, CEO and founder of Aurum Ltd.,  
Malaga, Spain.
- 1:00 - 2:00 p.m. *Geopolitical Panel*. **Andrea Rizzi**, Global  
Correspondent for *El País*.
- 2:00 - 2:45 p.m. *"The future of media may be in the past"*. **David  
González Torres**, founder and director of *Red de  
Periodistas*, Madrid, Spain.
- 2:45 - 3:15 p.m. Closing Ceremony of the 78th General Assembly  
and transition of the IAPA presidency.
- 3:15 - 5:15 p.m. Closing luncheon. Castilla Hall.