



Digital Innovators' Summit

19-21 March 2017 (main summit 20 & 21 March), Berlin, Germany

**Note on DIS draft agenda**

*Below is a sneak peak of where we are as of 23 November with our planning of the agenda for DIS 2017. Please note this serves only to give you some insight into our progress – the agenda remains subject to change.*

For more information: [Innovators-summit.com](http://Innovators-summit.com)

Save on tickets (offer ends 30 Nov): [Innovators-summit.com/dis-register/](http://Innovators-summit.com/dis-register/)

**Draft agenda: DAY 1, 20 MARCH 2017**

Plenary		
<b>Speaker to be announced</b>		
<p><b>How a relentless focus on the user drives strategy and business success</b> Jay Lauf, Publisher, Quartz and SVP, Atlantic Media, USA</p>		
<p><b>Top innovations in media, from around the world</b> John Wilpers, Innovation Media Consulting, USA</p>		
Networking coffee break		
Plenary	Mitte	Lichthof
<p><b>Marketing in the age of connected consumers</b> Paul Berney, Co-founder at mCordis and The Connected Marketer Institute, UK and USA</p>	<p><b>Bringing the audience inside</b> Francesca Donner, Director of Times Insider, The New York Times, USA</p>	<p><i>Masterclass</i> <b>Building audience through growing your personal brand</b> Zanita Whittington, Creative Director, Photographer and Model, Zanita.com, Australia, USA and Sweden</p>
<p><b>Developing content for a connected world</b> Gerrit Klein, CEO, Ebner Publishing Group, Germany</p>	<p><b>From audience engagement to customer conversion</b> Sergio Liscia, Digital and Business Development Director, Wolters Kluwers Italy</p>	
5-minute interval		
<p><b>How Awesomeness innovates</b> Kelly Day, AwesomenessTV, USA</p>	<p><b>Destination site vs. distributed content strategies – what data tells us</b> Sachin Kamdar, CEO and Co-Founder, Parse.ly, USA</p>	<p><b>Speaker to be announced</b></p>

<p><b>Maximising audience engagement with video in the era of social media</b> Alan Saura, Audience Development Strategist, AJ+, USA</p>	<p><b>Innovating with audience analytics for smarter business</b> Edoardo Jacucci, Chief Product Officer, Bisnode, Norway</p>	<p><b>Speaker to be announced</b></p>
<p>Networking lunch break</p>		
<p><b>Digital innovation in luxury media</b> Jeff Litvack, Robb Report, USA</p>	<p><b>Where to next for TV and online video</b> Adam Poulter, Managing Director: EMEA, LatAm and APAC, Vubiquity International, UK</p>	<p><b>Why listening, now more than ever, is crucial for designing content strategies</b> Steffen Konrath, Liquid Newsroom, Germany</p>
<p><b>How some of the world's most iconic luxury brands innovate with immersive storytelling</b> John Peeters, Director of Business Development and Co-Owner, Holition, The Netherlands</p>	<p><b>Visual storytelling for the social, mobile generation</b> Maximilian Gall, Founder and CEO, Targetvideo, Germany</p>	<p><b>These are the scenarios where automated journalism wins</b> Wolfgang Zehrt, Consultant, Germany</p>
<p>5-minute interval</p>		
<p><b>Handelsblatt's transformation: from content to community to holistic experience</b> Frank Dopheide, Managing Director, Handelsblatt Group, Germany</p>	<p><b>Publishers as branded content agencies: what works, and what does not</b> Mark Stephens, Head of Content Marketing, The Foundry, UK</p>	<p><i>Masterclass</i> <b>How to develop strategic roadmaps for organisational and business unit transformation</b> Lucy Küng, Reuters Institute for Journalism, Oxford University, UK and Switzerland</p>
<p><b>Key trends in multi-platform news innovation at NBC News</b> Moritz Gimbel, VP: Product, NBC Digital News, USA</p>	<p><b>Speaker to be announced</b></p>	
<p><b>Build your business while staying true to your brand and audience</b> Keith Hernandez, President, Slate, USA</p>	<p><b>Socially powered storytelling for brands and publishers</b> Daniel Butler, CEO and Co-founder, Socius, UK and Norway</p>	
<p>Networking coffee break</p>		
<p><b>VC view: How to make digital innovation work</b> Daniel Cohen, General Partner, Carmel Ventures, Israel</p>	<p><b>The spectacular cross-market transformation of Editorial Perfil</b> Agustino Fontevicchia, Chief Digital Officer, Editorial Perfil, Argentina</p>	<p><i>Masterclass</i> <b>Understanding applying emerging technologies to drive storytelling and consumer engagement</b></p>

<p><b>Trends in venture capitalism and what it means for media companies</b> Christoph Schuh, Board Member, Lakestar, Germany</p>	<p><b>Tech innovation and the future of event attendee experiences</b> David Chalmers, Senior Marketing Director: Europe, Cvent, UK</p>	<p>John Peeters, Holition, The Netherlands</p>
5-minute interval		
<p><b>Speaker to be announced</b></p>	<p><b>The Washington Post experiments: identifying, creating and executing new storytelling experiences</b> Jeremy Gilbert, Director of Strategic Initiatives, Washington Post, USA</p>	<p><b>Speaker to be announced</b></p>
<p><b>Speaker to be announced</b></p>	<p><b>Speaker to be announced</b></p>	<p><b>Speaker to be announced</b></p>
Networking drinks		
Free time		
DIS Late Refined and Redefined		

.../Day 2



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## Draft agenda: DAY 2, 21 MARCH 2017

Plenary		
<p><b>What publishers should learn from the music industry</b> Arnaud de Puyfontaine, CEO, Vivendi, France</p>		
<p><b>Using social to become part of users' media habits</b> Samantha Barry, Senior Director of Social News, CNN, USA</p>		
5-minute interval		
Plenary	Mitte	Lichthof
<p><b>Speaker to be announced</b></p>	<p><i>AEMII &amp; Future Media Lab session</i></p> <p><b>Why publishers should think twice before outsourcing their future</b> Grzegorz (Greg) Piechota, Research Associate at Harvard Business School and 2016 Nieman Fellow, Poland and USA</p>	<p><b>Speaker to be announced</b></p>
<p><b>Speaker to be announced</b></p>	<p><b>Mobile news alerts and the battle for the lockscreen</b> Rasmus Nielsen, Director of Research, Reuters Institute, Oxford University, UK</p>	<p><b>Speaker to be announced</b></p>
Networking coffee break		
<p><b>Panel: Where ad spend is going, and why</b> Robert Bosch, Stroër Media, and Michael Karg, Ebiquity, Germany; more participants to be announced</p>	<p><b>Immersive journalism through Virtual Reality</b> Jamie Pallot, Executive Director and Co-Founder, Emblematic Group, USA</p>	<p><i>Masterclass</i> <b>How newsroom innovation works</b> John Wilpers, Innovation Media Consulting, USA, and Srinivas Balasubramanian, Ananda Vikatan, India</p>
<p><b>Strategies for developing digital revenue streams</b> Brandon Paine, Chief Revenue Officer, Independent Journal</p>	<p><b>AI, chatbots and what it means for media</b> Laurie Benson, Upnexxt, UK</p>	

Review, USA		
<b>Innovating with digital franchising and cross-border expansion to drive revenues</b> Soumya Sriraman, Executive Vice President of Franchise and Digital Enterprises, BBC Worldwide, USA	<b>Capitalising on magazine media brands to launch a ground-breaking digital radio network</b> Andrés Rodríguez, President, Spain Media, Spain	<b>Speaker to be announced</b>
5-minute interval		
<b>Speaker to be announced</b>	<b>Winning with data journalism</b> Ole Petter Pedersen, News Editor, Kommunal Rapport, Norway	<b>Speaker to be announced</b>
<b>Speaker to be announced</b>	<b>Balancing audience tracking with secure and private browsing</b> Mark al-Hames, CLIQZ, Germany	<b>Speaker to be announced</b>
Networking lunch break		
<b>Partnering with audiences to take storytelling to a powerful new level</b> Jennifer Brandel, CEO and Co-founder, Hearken	<b>YourStory and what you can learn from the startup scene in India</b> Shradha Sharma, YourStory, India	<i>Masterclass</i> <b>How to unlock creativity in your organisation as a force for business growth</b> Jamshid Alamuti, Former MD Berlin School for Creative Leadership, Germany
<b>Speaker to be announced</b>	<b>Speaker to be announced</b>	
5-minute interval		
<b>Speaker to be announced</b>	<b>Finding publishing success through applying Lean Startup Methods</b> Ilkka Lavas, Serial Entrepreneur and Publisher, City Magazine, Finland	<i>Masterclass</i> <b>To be announced</b>
<b>Speaker to be announced</b>	<b>Speaker to be announced</b>	
<b>Speaker to be announced</b>	<b>Speaker to be announced</b>	
Wrap		