



#DigiPub

DIGITAL PUBLISHING INNOVATION SUMMIT



July 17 & 18, 2017 | New York

DAY 1

-  Digital Advertising & Revenue
-  Content Strategy & Virality

07:30

Registration & Breakfast

08:25

Chairperson Introduction & Ice-Breaker Session

08:35

Covering Politics for the Digital Generation

Ben Frumin — Editor-in-Chief at TheWeek.com

09:10

Staying Profitable in a Snapchat World

Ted Mendelsohn — VP Commercial & Digital at The AP

09:50

How Product Strategy is Developing at The Daily Beast

Mike Dyer — President & Publisher at The Daily Beast

10:30

Morning Coffee

11:00

How to Implement a Winning Video Content Strategy

Russ Torres — VP, Video Content & Strategy at USA Today Network

11:30

Strategies for Content Marketing Success in 2017

Mina Seetharaman — SVP, Global Content Strategy at The Economist

12:00

How to Create Effective and Meaningful Native Advertising - With Humor!

David Burns — VP, Strategic Partnerships at The Onion

12:30

Lunch

Digital Advertising & Revenue

13:30

The Power of Scale and Data in a Premium Environment

Chris Guenther — SVP & Global Head, Programmatic at News Corporation

14:00

How to Create User-Friendly Revenue Models

Jarrod Dicker — Head, Commercial Product & Tech at The Washington Post

14:30

How Best to Future-Proof your Revenue Streams

Mike Shaughnessy — VP, Revenue at Bauer Xcel Media

Content Strategy & Virality

13:30

The Surprising Science of Viral Content

Emerson Spartz — CEO at Dose.com

14:00

Editorial And Original Programming In A Distributed Content Reality

Maia McCann — Editor-in-Chief at LittleThings

14:30

How To Leverage Data To Drive Engaging Content Decisions

Blake Sabatinelli — General Manager at Newsy

15:00

Afternoon Coffee

15:30

Augmented Experts: How the BBC Uses Tech To Remain & Thrive

David Boyle — EVP, Insight at BBC Worldwide

16:00

PANEL: Design-led Content Creation and the Impact of New Technology

Jan-Jan Tayson — Digital Creative Dir. at NY Post

17:00



Networking Drinks Reception

DIGITAL PUBLISHING INNOVATION SUMMIT



July 17 & 18, 2017 | New York

DAY 2

-  Audience Development & Engagement
-  Print Publishing Modernization

07:30

Registration & Breakfast

08:30

Chairperson Introduction & Ice-Breaker Session

08:40

PANEL: Using Data to Better Engage your Audience

Owen Grover — EVP, Content Development at iHeartMedia

09:30

Creating Effective & Meaningful Branded Content

Anna Magzanyan — EVP, Sales & Marketing at LA Business Journal

10:00

Why Publishers Need to Prioritize the Quality of their Content Production & the Impact it has on their Consumers

Derek Flanzraich — Founder & CEO at Greatist

10:30

Morning Coffee

Audience Development & Engagement

11:00

Mastering the Premium Publishing Market

Stephen Blackwell — Chief Strategy Officer at Billboard-THR

11:30

Driving Audience Growth & Engagement through an Effective Data & Analytics Strategy

Justin Barton — VP, Audience Development at iHeartMedia

12:00

How we Created the Largest Global Social Magazine

Andrea Manfredi — CEO & Founder at Blasting News

Print Publishing Modernization

11:00

Engage your Audience by Putting them IN the Story

Matt Hammersley — CEO at Novel Effect

11:30

Reinvigorating a 91-Year Old Print Subscription Brand

Jennifer Dwork — Head, Content & Partnerships at Book of the Month

12:00

Connecting Authors and Publishers for Autonomy

Guy Vincent — CEO at Publishizer

12:30

Lunch

13:30

PANEL: Verifying Content in an Era of 'Fake News'

Digital Expert — Industry Leaders at IE Digital - Expert

14:30

More Sessions Coming Soon...