



#DigiPub

DIGITAL PUBLISHING INNOVATION SUMMIT



July 17 & 18, 2017 | New York

DAY 1

-  Digital Advertising & Revenue
-  Content Strategy & Virality

07:30

Registration & Breakfast

08:40

Chairperson Introduction

Paul Canetti — Founder & CEO at MAZ Digital

08:50

Covering Politics for the Digital Generation

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

09:25

Staying Profitable in a Snapchat World

Ted Mendelsohn — VP Commercial & Digital at The AP

09:55

Build Search your Users Will Love

Liam Boogar — Brand Director at Algolia

10:00

Presentation details coming soon...

Kate Lewis — SVP & Editorial Director at Hearst

10:30

Morning Coffee

11:00

Visual, Interactive and at Scale: Innovating The Newsroom

Kenny Rosenblatt — Co-Founder & President at Arkadium

11:00

Auth0 Workshop - The Role of Digital Identity

Martin 'Gonto' Gontovnikas — VP, Marketing at Auth0

11:30

Combatting Fake News to Drive Better Business

John Avlon — Managing Director & Editor-in-Chief at The Daily Beast

12:00

Innovation in Paywall Strategy

Keith Sibson — VP, Product & Marketing at PostUp

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

Fireside Chat: How to Implement a Winning Video Content Strategy

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

14:30

How to Create User-Friendly Revenue Models

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

15:00

Afternoon Coffee

15:30

From Branded Content to Art to Action

Liz Miersch — Executive MD at Furthermore

16:00

Creating and Capturing Value from your Audience on Facebook

Peter Elkins-Williams — Strategic Partner Manager, News at Facebook

16:30

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

David Burns — VP, Strategic Partnerships at The Onion

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

How To Create a Data-Driven Content Strategy

Kate Spies — VP, Editorial & Content Dev. at Bauer Xcel Media

16:30

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

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

17:15



Networking Drinks Reception

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DAY 2

 Audience Development & Engagement
 Print Publishing Modernization

07:30

Registration & Breakfast

08:40

Chairperson Introduction

Scott Kritz — EVP, Audience Dev. at Liquor.com

08:45

PANEL: Using Data to Better Engage your Audience

Owen Grover — EVP, Content Development at iHeartMedia

09:30

Presentation details coming soon..

Executive from Rigor — Executive from Rigor at Rigor

10:00

Fireside Chat: Facebook, News & Content Discovery

Campbell Brown — Head, News Partnerships at Facebook

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

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

Derek Flanzraich — Founder & CEO at Greatist

Print Publishing Modernization

11:00

Engage your Audience by Putting them IN the Story

Matt Hammersley — CEO at Novel Effect

11:30

Relaunching a 91-year old Brand Through Social Media

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

Strategies for Content Marketing Success in 2017

Mark Beard — SVP, Global Digital Media & Content Strategy at The Economist

14:30

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

Digital Expert — Industry Leaders at IE Digital - Expert

15:15

End of Summit