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## News Impact Summit Madrid [NISMAD]

Monday, 25 April 2015

### ***Newsroom Innovation & Digital Transformation: Data, Impact and Collaboration***

**Summit Date:** Monday 25 April 2015

**The News Impact Summit: a full day of talks, panel debates and training workshops, open to 150-200 journalists, editors, newsroom managers, academics and J-school students.**

Time: 08:45AM-17:30PM

Location: Jardin Metropolitano

Rooms: Hispania & Oriental

Language: English + Spanish translation

Moderation: Rina Tsubaki & Mattia Peretti

Schedule (speakers in **bold** are confirmed) :

<b>Time</b>	<b>Session</b>
08:45 - 09:30	Registration
09:30 - 10:00	<b><u>Opening Remarks</u></b>  <i><b>Wilfried Rütten, Director, European Journalism Centre</b></i> <i>Speaker TBC, Google Spain</i>
10:00-11:00	<b><u>Panel: Data-Driven Storytelling - New Approaches &amp; Practices</u></b>  <i><b>Mar Cabra, Head of Data &amp; Research Unit, ICIJ</b></i> <i><b>Nikolas Kaiser-Bril, CEO &amp; Co-founder, Journalism++</b></i> <i><b>Daniele Grasso, Data Journalism Coordinator, El Confidencial Lab</b></i> <i><b>Jacopo Ottaviani, Data Journalist and Trainer, Journalism Grants</b></i>  <i>Moderator: TBD</i>
11:00-11:15	Coffee Break
11:15-12:00	<b><u>Fireside Chat:</u></b> <b><u>Digital Newsroom - From Gathering News to Storytelling in the Digital Age</u></b>  <i><b>Louise Roug, Global News Editor, Mashable</b></i> <i><b>Nevine Mabro, Head of Foreign News, Channel 4 News</b></i>

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12:00-12:30	<p align="center"><b><u>Keynote: Measuring Impact and Audience Behaviour with Data</u></b>  <i>Kiki Von Glinow, Director of Growth and Analytics, The Huffington Post</i></p>	
12:30-13:30	Lunch	
	<b>Main Room</b>	<b>Second Stage</b>
13:30 - 14:30	<p align="center">Session 1</p> <p align="center"><b><u>Google Search, Trends &amp; Maps</u></b>  [in Spanish, with English interpretation]</p> <p align="center"><i>Millán I. Berzosa, Media Trainer, Google News Lab</i></p>	<p align="center">Session 2</p> <p align="center"><b><u>How to attract and engage with new young audiences</u></b></p> <p align="center"><i>Lucía González, Editor-in-Chief, Verne Gonzalo Pastor, Executive Director, VICE Spain</i></p>
14:30 - 14:45	Room Change	
14:45 - 15:45	<p align="center">Session 4</p> <p align="center"><b><u>Tips &amp; Tricks: VR &amp; 360° storytelling at Euronews</u></b></p> <p align="center"><i>Thomas Seymat, Data Journalist/ Live-Blog Editor, euronews</i></p>	<p align="center">Session 3</p> <p align="center"><b><u>ICIJ Session: Global exclusives through collaboration</u></b>  [in Spanish]</p> <p align="center"><i>Speakers TBC</i></p>
15:45 - 16:00	Break/ Room change	
16:00 - 16:30	<p align="center"><b><u>Expert Session: TBD</u></b></p>	
16:30 - 17:30	<p align="center"><b><u>Panel: New challenges: from online to mobile</u></b>  [in Spanish, with an English interpretation]</p> <p align="center"><i>Speakers TBD</i></p> <p align="center"><i>Moderator: Dani Seseña, Director of Cámara Abierta, TVE</i></p>	
17:30	<p align="center"><b><u>Reception</u></b></p>	

*END OF THE PROGRAMME*