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Welcome to Kiev

Fellow Participants,

Welcome to Kiev, one of the oldest cities in Eastern Europe, for the 64th World Newspaper Congress and 19th World Editors Forum.

During the next three days you will be invited to debate, listen and contribute to conversations around newspapers and their transition into the digital world.

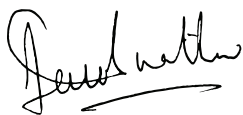
The editors, journalists, publishers and industry experts gathered here come from newspapers and news organizations around the globe, large and small, profitable and marginal. Some deliver print only products, many publish content across multiple platforms and others operate in a purely digital realm.

4 A thread that links us is the desire to raise professional standards and to ensure that good journalism is allowed and accessible. This is particularly significant in Ukraine, where serious corruption and related issues limit freedom of expression.

The World Association of Newspapers and News Publishers and World Editors Forum stand in solidarity with the local independent media, which struggles daily with press freedom and economic challenges.

We are confident that your conference will be productive and inspiring.

Sincerely,



Jacob Mathew

President
WAN-IFRA



Erik Bjerager

President
World Editors
Forum



Dear Friends,

My Ukrainian colleagues and I are pleased to welcome you to Kiev – a city with centuries-old history.

Your participation in the 64th World Newspaper Congress and 19th World Editors Forum not only represents your support for the continued development of the news industry across all levels but also highlights your commitments to press freedom, high quality journalism standards and ethical editorial policies.

Holding the World Newspaper Congress and World Editors Forum in Kiev provides you with a great opportunity to see the real Ukraine and to objectively evaluate the perspectives and value of our media market.

The Ukrainian press industry's future rests on the resolution of two situations. Firstly, it is essential that we broaden the authorities' philosophy about the Ukrainian media industry. Secondly, we need to encourage journalists to gain an independent voice and integrate into the professional, international journalistic community.

5

We hope this experience will help us transform the Ukrainian market and impress the world.

I encourage open discussion and debate, and I wish you all a constructive and rewarding time in Kiev.

Sincerely,



Boris Lozhkin

Vice President
Ukrainian Association
of Press Publishers



64th World Newspaper Congress

Monday, 3 September 2012



► *October Palace –
International Centre for
Culture and Arts,
Institutskaya Street 1, Kiev*

8.00 – 18.00

6 Registration and Badge Pick-up

9.30 – 10.00

Welcome Coffee

10.00 – 12.00

Opening Ceremony and presentation of the Golden Pen of Freedom

- **Boris Lozhkin**, Vice President, Ukrainian Association of Press Publishers, President, UMH, Ukraine
- **Jacob Mathew**, President, WAN-IFRA, India
- **Viktor Yanukovich**, President of Ukraine
- **Erik Bjerager**, President, World Editors Forum, Editor-in-Chief and Managing Director, Kristeligt Dagblad, Denmark
- **Anabel Hernández**, Mexican journalist, writer and the 2012 laureate of the WAN-IFRA Golden Pen of Freedom



Presenter:

Olga Freimut, Ukrainian journalist, model and TV presenter for the morning show, Pidyom! (Wake-up!)

Mon
03



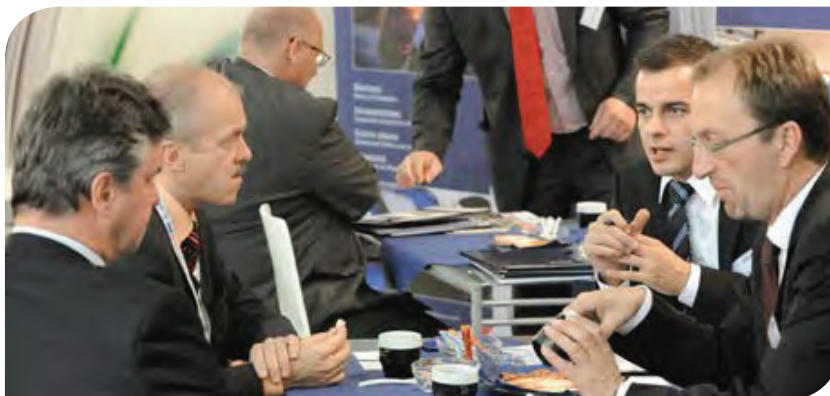
12.00 – 14.00

Networking session (combined with lunch)

A unique and creative space for genuine networking. Please join us in an informal setting over lunch.

- **Press Freedom & Media Development and Young Readers** – Meet publishers and editors from emerging markets and see how your newspaper can be involved in press freedom issues and sustainable independent press. Learn which newspapers are involved in media literacy and developing young readers.
- **World Editors Forum** – What are the big issues for editors that should shape the future of the World Editors Forum?
- **Spotlight on Eastern Europe** – Mingle and network with colleagues from your region, explore different solutions for shared challenges.

7



14.00

Pick-up Accompanying Persons Tour

► Entrance Foyer

14.00 – 14.30

World Press Trends

Larry Kilman, Deputy CEO, Executive Director of Communications and Public Affairs, WAN-IFRA

14.30 – 15.30

Around the world in 60 minutes

- **Carlos Fernando Lindenberg Neto**, CEO, Rede Gazeta, Brazil
- **Raju Narisetti**, Managing Editor, The Wall Street Journal Digital Network, USA
- **Trevor Ncube**, Deputy Executive Chairman, Mail & Guardian, South Africa
- **Mohamad K. Alayyan**, Publisher and Chairman, United Jordan Press, Jordan
- **Maxim Melnikov**, CEO, Media 3, Russia
- **Pichai Chuensuksawadi**, Editor-in-Chief, The Bangkok Post, The Post Publishing Public Company, Thailand

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Moderator:

Tomas Brunegård, CEO, Stampen Group, Sweden

15.30 – 16.00

Coffee Break

16.00 – 17.30

Afternoon Session

Confronting the wave of change

Greg Hywood, Chief Executive and Managing Director, Fairfax Media Limited, Australia

Mon
03



Winners shaping the future – How some newspaper companies are succeeding and leading the way

- **Michael Golden**, Vice Chairman, The New York Times Company and former Publisher of the IHT, USA
- **Gwen Lister**, Executive Director, The Namibian, Namibia
- **Vidar Herre**, Photojournalist, Hordaland, Norway

Global economy and the media

Miguel Forbes, President of Television and Licensing, Forbes, USA

Moderator:

Brian Bonner, Chief Editor, Kyiv Post, Ukraine

17.30 – 18.30

Bus transfer to evening event (see bus schedule on page 32)

9

18.30

Folk night and traditional dinner at Museum of Folk Architecture and Life (Pirogovo)

► *Krasnoznamenaya 1, Pirogovo*



Tuesday, 4 September 2012



► *Ukrainian House,
Khreschatyk Street 2, Kiev*

8.00 – 18.00

Registration and Badge Pick-up

► *Entrance Foyer*

8.00 – 18.00

Info Services Expo

4Cplus • AFP – Agence France-Presse Paris • Financial Times •
Group DF • Kodak • NewsAsset • NewspaperDirect, Inc. •
The New York Times News Service & Syndicate •
Project Syndicate • red.web (Mittelrhein-Verlag) •
Scoopshot • Sol90 • Toray Industries, Inc. • UMH Group •
VG News Portal • Visiolink ApS • Visual Revenue

10

► *3rd floor*

9.30 – 11.00

Leadership – Steering the new news organization

In parallel with Editors Forum: Two-speed storytelling

- **Earl Wilkinson**, Executive Director and CEO, International
Newsmedia Marketing Association (INMA), USA
- **Bill McDonald**, President and Publisher, Metro English Canada
- **John Filippakis**, Publisher, Dimokratia, Greece
- **Constantine Kamaras**, Vice Chairman, 24 Media, Greece
- **Rod Banner**, Founder, Banner Corporation, UK

*Moderator: **Anna Kirah**, Senior Design and Innovation
Anthropologist, Steria AS, Norway*

► *Main Hall*

Tue
04

11.00 – 11.30
Coffee Break

▶ *3rd floor*



11.30 – 13.00

Pinpointing sustainable growth and new revenue strategies

In parallel with Editors Forum:

The newsroom – Beyond integration

- **Geoff Tan**, SVP Strategic Marketing Department, Singapore Press Holdings, Singapore
- **Florian Bauer**, Member of the Board and Founder, Vocatus AG, Germany
- **Eduardo Smith**, Vice President, RBS Group, Brazil
- **Jacob Møller**, Head of Mergers and Acquisitions, Schibsted, Norway
- **George Nimeh**, Chief Digital Officer, KURIER, Austria

Moderator:

Leonyd Bershidsky, Consulting Editor, Ukrainian Media Holding (UMH), Ukraine

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▶ *Main Hall*

13.00 – 14.00
General Lunch

In Parallel with Special Lunch Session

Special Lunch Session: Audience engagement – Insights from the sport industry

Chair:

Thibaut Potdevin, Commercial Manager, Union of European Football Associations (UEFA), Ukraine

▶ *3rd floor*

13.00

Tweet-up: Meet fellow tweeps and expand your Twitter network



Event hashtags are **#wnc12**, **#wef12**.

▶ *WAN-IFRA booth*

14.00 – 15.30

Audience development – Reeling in readers and advertisers

In parallel with Editors Forum:

Ethics and standards – Rebuilding trust

- **John Cruickshank**, CEO, Toronto Star, Canada
- **Laura Evans**, Head of Audience Insight & Analytics, DowJones, USA
- 12 ■ **Mykola Siruk**, Editor of Foreign & Information Department, Den, Ukrainian Press Group, Ukraine
- **Tanya Khandurova**, Business Development Director, comScore, Russia
- **Cathy Ma**, Head of Social Media, IPC Media, Time Inc., UK

Moderator:

Constantine Kamaras, Vice Chairman, 24 Media, Greece

▶ *Main Hall*

15.30 – 16.00

Coffee break

▶ *3rd floor*

Tue
04

16.00 – 17.30

Print plus

*In parallel with Editors Forum:
Taking social media to the next level*

- **Rainer Esser**, CEO, DIE ZEIT, Germany
- **Amandeep Singh Khurana**, COO, Madison Media Plus, India
- **Azrul Ananda**, President Director, Jawa Pos, Indonesia
- **Mario García**, CEO and Founder, García Media, USA
- **Claire Boonstra**, Co-Founder and Business Development Director, Layar, Netherlands

Moderator:

Eamonn Byrne, Business Director, The Byrne Partnership Ltd, UK

► *Main Hall*



17.30 – 19.30

Bus transfer to and from hotels (see bus schedule on page 32)

13

19.30

Gala Dinner at the Mystetskyi Arsenal

► *Lavrská Street 10–12, Kiev*



Wednesday, 5 September 2012



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Khreschatyk Street 2,
Kiev*

8.00 – 12.00

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8.00 – 18.00

Info Services Expo

4Cplus • AFP – Agence France-Presse Paris • Financial Times •
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The New York Times News Service & Syndicate •
14 Project Syndicate • red.web (Mittelrhein-Verlag) •
Scoopshot • Sol90 • Toray Industries, Inc. • UMH Group •
VG News Portal • Visiolink ApS • Visual Revenue

► *3rd floor*

Wed
05

9.30 – 11.30

Digital compass – Where are we going, who's leading the way?



In parallel with Lessons from emerging markets session and 30 ideas in 30 minutes – Winning strategies for engaging the young

- **Mark Challinor**, Director of Mobile Platforms, The Telegraph, INMA Board member, UK
- **Morten Henriksen**, General Manager, Publish Lab AS, Norway
- **Christoph Keese**, Head of Public Relations, Axel Springer, Germany
- **Mikael Pentikäinen**, Senior Editor-in-Chief, Helsingin Sanomat, Finland
- **Simon Regan-Edwards**, Head of Technology, The Times & The Sunday Times, UK
- **Tor Jacobsen**, Managing Director, VG Mobile, Schibsted, Norway

Moderators:

- **Annelies van den Belt**, CEO, SUP, Russia
- **Dietmar Schantin**, Founder, Institute for Media Strategies, Austria

► *Main Hall*

15

9.30 – 10.45

Lessons from emerging markets

In parallel with Digital compass – Where are we going, who's leading the way?

- **William Pike**, CEO, The Star Publications, Kenya
- **Vladimir Sungorkin**, Editor-in-Chief and General Director, Komsomolskaya Pravda, Russia

Moderator:

Anne Nelson, Adjunct Associate Professor of International and Public Affairs, Columbia University, USA

► *WEF Hall*

10.45 – 11.30

30 ideas in 30 minutes – Winning strategies for engaging the young

In parallel with Digital compass – Where are we going, who's leading the way?

- **Aralynn Abare McMane**, Executive Director, Young Readership Development, WAN-IFRA, France
- **Gregory Kunis**, Managing Director, Moi Rayon, Russia

▶ *WEF Hall*

11.30 – 12.00

Coffee Break

12.00 – 12.15

16 World Newspaper Congress and World Editors Forum Outlook 2013

▶ *Main Hall*

12.15 – 13.30

Global report on innovations in newspapers

- **Juan Señor**, Partner, Innovation Media Consulting Group, UK
- **John Wilpers**, Consultant, Innovation Media Consulting Group, UK
- **Nat Low**, Consultant, Innovation Media Consulting Group, UK

▶ *Main Hall*

Wed
05

13.30 – 14.30
General Lunch

▶ *3rd Floor*



14.30 – 16.30

Market of new possibilities – Media trends in former Soviet countries

- **Eugene Abov**, Deputy General Director, Rossiiskaya Gazeta, Vice President of GIPP, member of WAN-IFRA Board, Russia
- **Denis Voronkov**, General Director, Argumenti i Fakti Publishing House, Russia
- **Leonid Tsodikov**, Managing Director, UMH MediaLab, ex-CEO of Segodnya Multimedia, ex-President of UAPP, Ukraine
- **Ganna Bezliudna**, Director of External Relations and Communications, Group DF International, Vice President, Federation of Employers of Ukraine, Ukraine
- **Manfred Werfel**, Interim CEO and Executive Director, Competence Center Newspaper Production, WAN-IFRA

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Moderator:

Boris Lozhkin, Vice President, Ukrainian Association of Press Publishers, President, UMH, Ukraine

▶ *Main Hall*

Sponsors of Discussion:





19th World Editors Forum

Monday, 3 September 2012



► *October Palace –
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03



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19



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14.00 – 14.30

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- **Vidar Herre**, Photojournalist, Hordaland, Norway

Mon
03



Global economy and the media

- **Miguel Forbes**, President of Television and Licensing, Forbes, USA

Moderator:

Brian Bonner, Chief Editor, Kyiv Post, Ukraine

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Bus transfer to evening event (see bus schedule on page 32)

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Tuesday, 4 September 2012



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Khreschatyk Street 2, Kiev*

8.00 – 18.00

Registration and Badge Pick-up

► *Entrance Foyer*

8.00 – 18.00

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Scoopshot • Sol90 • Toray Industries, Inc. • UMH Group •
VG News Portal • Visiolink ApS • Visual Revenue

► *3rd floor*

9.30 – 10.45

Two-speed storytelling

In parallel with Congress:

Leadership – Steering the new news organisation

- **Mario García**, CEO and Founder, García Media, USA
- **Jon Henley**, Features writer, Guardian, UK
- **Jacek Utko**, Design Director, Bonnier Business Press (BPP), Poland

Moderator:

Anette Novak, WEF Board member, Former Editor, Norran, Sweden

Tue
04

10.45 – 11.00

Showcase: The best integrated coverage of the Olympics



Adonis Durado, Design Director, Muscat Press and Publishing House, Oman

► *WEF Hall*

11.00 – 11.30

Coffee break

► *3rd floor*

11.30 – 12.45

The newsroom – Beyond integration

In parallel with Congress: Pinpointing sustainable growth and new revenue strategies

- **Raju Narisetti**, Managing Editor, The Wall Street Journal Digital Network, USA
- **David Boardman**, Executive Editor and Senior Vice President, The Seattle Times, USA
- **Martin Jönsson**, Deputy Editor-in-Chief, Svenska Dagbladet, Sweden

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Moderator:

Juan Señor, Partner, Innovation Media Consulting Group, UK

► *WEF Hall*

12.45 – 13.00

Showcase: The biggest, best, strangest newsrooms

Juan Señor, Partner, Innovation Media Consulting Group, UK

► *WEF Hall*

13.00 – 14.00

Editors Lunch: Setting standards for tomorrow's journalists

Chair:

Professor Nico Drok, Windesheim University, Netherlands

▶ 3rd floor

13.00

Tweet-up: Meet fellow tweeps and expand your Twitter network



Event hashtags are **#wnc12**, **#wef12**.

▶ *WAN-IFRA booth*

14.00 – 15.15

24

Ethics and standards – Rebuilding trust

In parallel with Congress:

Audience development – Reeling in readers and advertisers

- **Oksana Bogdanova**, Editor-in-Chief, Komsomolskaya Pravda, Ukraine
- **Stephen Pritchard**, President, Organization of News Ombudsmen Readers' Editor, The Observer, UK
- **Speaker:** TBA

Moderator: **Guy Berger**, Director for Freedom of Expression and Media Development, UNESCO, France

15.15 – 15.30

Showcase: Digital First – But have you got the rights?

Andrew Moger, Executive Director, News Media Coalition, UK

▶ *WEF Hall*

Tue
04

15.30 – 16.00
Coffee break

▶ 3rd floor



16.00 – 17.15

Taking social media to the next level

In parallel with Congress: Print plus

- **Riyaad Minty**, Head of Social Media, Al Jazeera Media Network, Qatar
- **Vicent Partal**, Founder and Director, VilaWeb.cat, Spain
- **Santiago Alonso-Lord**, Director of Product Management – Engagement, The New York Times, USA

Moderator:

Aldo van Weezel, Business Development Consultant,
Latin America, ppi Media US, Chile

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17.15 – 17.30

Showcase: Integrating video into your newsroom

Mark Little, CEO, Storyful, Ireland

▶ *WEF Hall*

17.30 – 19.30

Bus transfer to and from hotels (see bus schedule on page 32)

19.30

Gala Dinner at the Mystetskyi Arsenal

▶ *Lavrskaya Street 10–12, Kiev*

Wednesday, 5 September 2012



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8.00 – 12.00

Registration and Badge Pick-up

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8.00 – 18.00

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Scoopshot • Sol90 • Toray Industries, Inc. • UMH Group •
VG News Portal • Visiolink ApS • Visual Revenue

► *3rd floor*

8.30 – 9.30

WEF Breakfast – Journalists under fire

Chair:

Tim Wall, Editor-in-Chief, The Moscow News, Russia

► *3rd floor, Dining Room*

Wed
05

9.30 – 11.30

Digital compass – Where are we going, who's leading the way?



In parallel with Lessons from emerging markets session and 30 ideas in 30 minutes – Winning strategies for engaging the young

- **Mark Challinor**, Director of Mobile Platforms, The Telegraph, INMA Board member, UK
- **Morten Henriksen**, General Manager, Publish Lab AS, Norway
- **Christoph Keese**, Head of Public Relations, Axel Springer, Germany
- **Mikael Pentikäinen**, Senior Editor-in-Chief, Helsingin Sanomat, Finland
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Moderators:

- **Annelies van den Belt**, CEO, SUP, Russia
- **Dietmar Schantin**, Founder, Institute for Media Strategies, Austria

▶ [Main Hall](#)

27

9.30 – 10.45

Lessons from emerging markets

In parallel with Digital compass – Where are we going, who's leading the way?

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- **Vladimir Sungorkin**, Editor-in-Chief and General Director, Komsomolskaya Pravda, Russia

Moderator:

Anne Nelson, Adjunct Associate Professor of International and Public Affairs, Columbia University, USA

▶ [WEF Hall](#)

10.45 – 11.30

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▶ *WEF Hall*

11.30 – 12.00

Coffee Break

12.00 – 12.15

28 World Newspaper Congress and World Editors Forum Outlook 2013

▶ *Main Hall*

12.15 – 13.30

Global report on innovations in newspapers

- **Juan Señor**, Partner, Innovation Media Consulting Group, UK
- **John Wilpers**, Consultant, Innovation Media Consulting Group, UK

▶ *Main Hall*

Wed
05

13.30 – 14.30
General lunch

▶ *3rd floor*



14.30 – 16.30

Market of new possibilities – Media trends in former Soviet countries

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- **Manfred Werfel**, Interim CEO and Executive Director, Competence Center Newspaper Production, WAN-IFRA

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Moderator:

Boris Lozhkin, Vice President, Ukrainian Association of Press Publishers, President, UMH, Ukraine

▶ *Main Hall*

Sponsors of Discussion:





Practical Information



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Venues

October Palace – International Centre for Culture and Arts

(Congress and Editors Forum, 3 September)
Institutskaya Street 1, Kiev

Museum of Folk Architecture and Life

(Folk Night and Traditional Dinner, 3 September)
Krasnoznamenaya 1, Pirogovo

Ukrainian House

(Congress and Editors Forum, 4–5 September)
Khreschatyk Street 2, Kiev

Mystetskyi Arsenal (Art Arsenal)

(Gala Dinner, 4 September)
Lavrska Street 10–12, Kiev

Languages

Simultaneous translation will be provided at all Congress and Forum sessions in English, French, German, Spanish, Ukrainian and Russian.

Useful Phrases



English

Ukrainian

Hello	Вітаю (Vitayu)
How are you?	Як у Вас справи? (Yak u Vas spravy?)
Fine and you?	Добре. А Ви? (Dobre. A Vy?)
Good morning	Добрий ранок (Dobryj ranok)
Good evening	Добрий вечір (Dobryj vechir)
Goodbye	До побачення (Do robachennya)
Please	Будь ласка (Bud" laska)
Thank you	Дякую (Dyakuu)
Excuse me	Вибачте (Vybachte)
What time is it?	Котра година зараз? (Kotra godyna zaraz?)
I would like	Я хотів би (Ya chotiv by)
Water	Вода (Voda)
Coffee	Кава (Kava)
Beer	Пиво (Pyvo)
Wine	Вино (Vyno)
Reservation	Бронювання (Bronyuvannya)
Toilet	Туалет (Tualet)
Bill, please!	Рахунок, будь ласка! (Rachunok, bud" laska!)
ATM	Банкомат (Bankomat)

Bus Schedule

Transfer from → Transfer to Departure

Sunday, 2 September 2012

Official Congress Hotels	→ St. Sophia	18:40
Intercontinental Hotel	→ St. Sophia	19:15
St. Sophia	→ Official Congress Hotels	21:00 and 21:30

Monday, 3 September 2012

Official Congress Hotels	→ October Palace – International Centre for Culture and Arts	8:00
October Palace	→ Official Congress Hotels	17:30
Official Congress Hotels	→ Museum of Folk Architecture and Life (Pirogovo)	18:30
Museum of Folk Architecture and Life (Pirogovo)	→ Official Congress Hotels	22:00 and 22:30

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Tuesday, 4 September 2012

Official Hotels	→ Ukrainian House	8:00
Ukrainian House	→ Official Hotels	17:30
Official Congress Hotels	→ Mystetskyi Arsenal (Art Arsenal)	19:00
Art Arsenal	→ Official Congress Hotels	22:00 and 22:30

Wednesday, 5 September 2012

Official Congress Hotels	→ Ukrainian House	8:00
Ukrainian House	→ Official Congress Hotels	14:30 and 16:00

Departure points – Hotel Lobby of

- Hotel Autograph
- Hotel Premier Palace
- Hotel President
- Hotels Hyatt Regency
- Hotel Rus
- Hotel Intercontinental
- Hotel Lybid
- Hotel Dnipro
- Hotel Opera

Venues



1

Monday, 3 September
International Centre for Culture and Arts
(October Palace),
Institutska Street 1



2

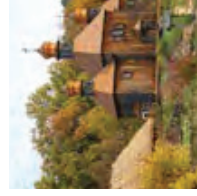
Tuesday, 4 September
Wednesday, 5 September
Ukrainian House,
Khrushchatyk Street 2

Evening events



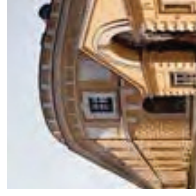
3

Sunday, 2 September,
19.30
Welcome cocktail at the
St. Sophia Church yard,
Vladimirskaya Street 24



*

Monday, 3 September,
18.30
Folk Night and traditional
dinner at Museum of Folk
Architecture and Life
(Pirogovo), Krasnoznamenaya, 1



4

Tuesday, 4 September,
20.00
Gala dinner at the Mystetskyi
Arsenal (Art Arsenal),
Lavrska Street 10-12

5

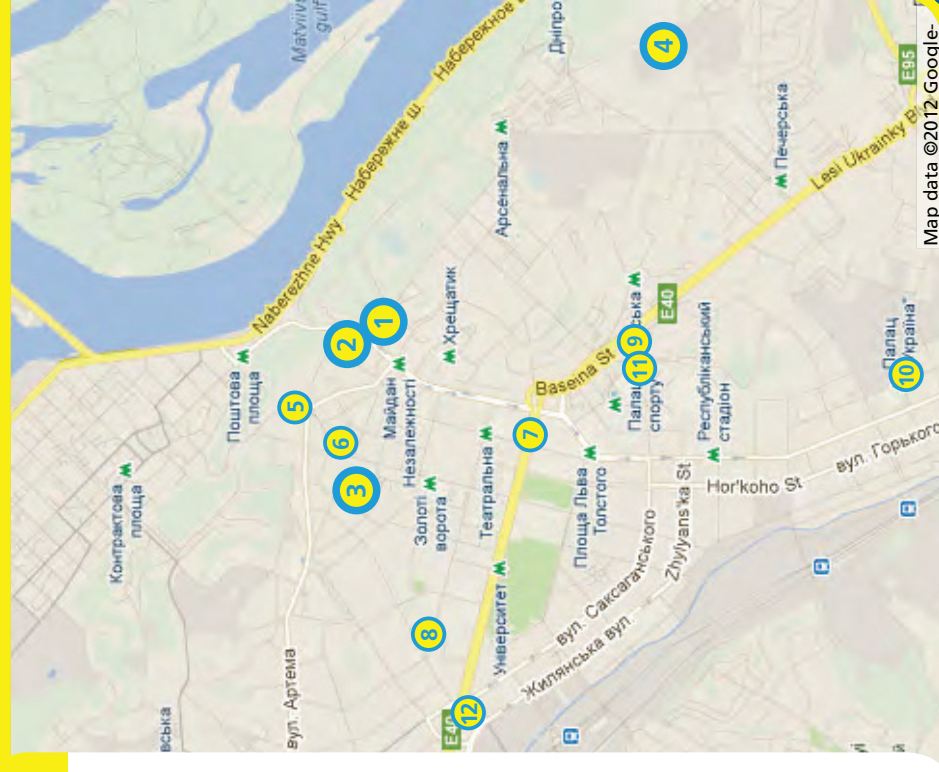
Museum of Folk Architecture and Life
is located outside the city in the village
of Pirogovo.

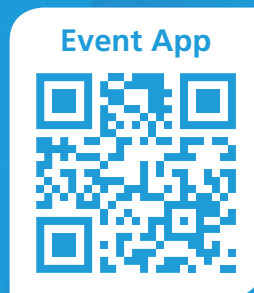
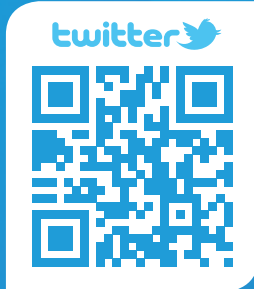
Official hotels with shuttle service

- 5 Intercontinental
- 6 Hyatt
- 7 Premier Palace
- 8 Opera
- 9 President Hotel Kievskiy
- 10 Autograph
- 11 Rus
- 12 Libyid

Photo:

Ukrainian House, St. Sophia Church, Museum of Folk Architecture and Life (Pirogovo) – Oleg Zharii, Ukraine
Art Arsenal – "The Day", Ukraine





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