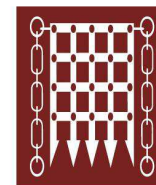


Westminster Media Forum Keynote Seminar:
The future of news: partnerships, engagement and diversity
Timing: Morning, Thursday, 9th July 2015
Venue: The Caledonian Club, 9 Halkin Street, London SW1X 7DR



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
- 9.05 - 9.15 **Latest trends in news consumption**
Shaun Austin, Director, Media Consulting, YouGov
- 9.15 - 9.30 **Social media - the 2015 General Election**
Jim Waterson, Deputy Editor, BuzzFeed UK
- 9.30 - 9.45 **From search to social - the new front page**
Joanna Geary, Head of News & Government Partnerships, Twitter UK
- 9.45 - 9.55 **Innovation in digital partnerships**
Richard Evans, Head of Social Media and Audience Development, Sky News
- 9.55 - 10.15 Questions and comments from the floor
- 10.15 - 10.25 **The future of established media brands**
Tony Danker, International Director, Guardian News and Media
- 10.25 - 10.35 **Opportunities for local news provision**
Amir Malik, Head of Programmatic, Local World
- 10.35 - 10.45 **New relationships? - advertising and editorial**
Nick Baughan, Chief Executive Officer, Maxus UK
- 10.45 - 11.05 Questions and comments from the floor
- 11.05 - 11.35 Coffee
- 11.35 - 11.50 **Digital adaptation - technology, people and stories**
Steve Herrmann, Executive Editor, Digital, BBC News
- 11.50 - 12.00 **"The Digital News Initiative" - innovation in digital journalism**
Madhav Chinnappa, Head of Strategic Relations, News and Publishers, Google EMEA
- 12.00 - 12.10 **Journalism curriculum reform - equipping the next generation**
François Nel, Visiting Academic Fellow, Reuters Institute for the Study of Journalism, University of Oxford and Co-Founder, Digital Editors Network
- 12.10 - 12.20 **Priorities for professional skills development**
Andy Smith, Joint-President, National Union of Journalists
- 12.20 - 12.30 **Supporting diversity in the workforce**
Robin Elias, Managing Editor, ITV News
- 12.30 - 12.55 Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
Amy Cutter, Associate Producer, Westminster Media Forum