

TICKETS ON SALE NOW



TUESDAY, SEPTEMBER 24

8:00 AM - 5:00 PM

— SPEAKERS —



MARK RITSON
Melbourne Business School



SCOTT GALLOWAY
NYU Stern School of Business



LENORE TAYLOR
The Guardian



DAMIAN EALES
News Corp



KATE DE BRITO
news.com.au



ALI TILLING
VMLY&R

MARK RYAN
Judith Neilson Institute for
Journalism & Ideas



ANDREW HUNTER
Facebook

LIZZIE YOUNG
Nine



CAITLIN LLOYD
Tribal

JULIAN DELANY
News DNA



MATTHEW DANIELL
IAG



KATE BEDDOE
Google



ANTHONY DE CEGLIE
Seven West Media



ADAM FERRIER
Thinkerbell



JAMES CRESSALL
Nine



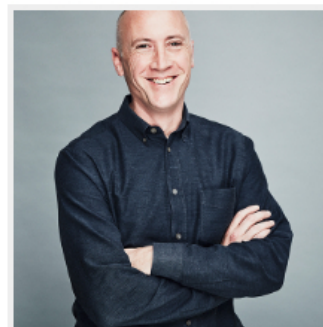
TICKY FULLERTON
PANEL MODERATOR



HON PAUL FLETCHER MP
Minister for Communications



NATHAN HODGES
TrinityP3



MARK GREEN
The Monkeys

— ABOUT —



INFORM News Media Summit is APAC's annual gathering of the leading minds in news media.

In an era of fake news and digital deception, quality news brands – in print and online

– are experiencing a renaissance in reader connection. Hear from a global line-up of [speakers](#) sharing their experiences in content, product, commercial and corporate innovation strategies as the sector fights back against the faux and the fraudulent.

INFORM is an essential event for advertising and media professionals either working with, or within, news media brands. Complimentary registration is available for staff of NewsMediaWorks' member-publishers, including Nine, News Corp Australia and The West Australian). Attendance by advertisers, agencies or other non-members is encouraged.

REGISTER NOW

— THE AWARDS —



The 2019 News Media Awards gala dinner will be held on Tuesday 24th of September at the IVY Ballroom, Sydney, at the conclusion of the INFORM News Media Summit.

Join us for this entertaining gala dinner – hosted by The Chaser's Craig Reucassel and Andrew Hansen – as we recognise excellence in the people, the products, the purpose and performance of news media brands from the past year.

BUY TICKETS

— SCHEDULE —

INFORM 19 NEWS MEDIA SUMMIT

8:30 AM

[WELCOME ADDRESS](#)

[DETAILS >](#)

8:40 AM

[KEYNOTE: STATE OF COMMERCE](#)

[DETAILS >](#)

9:25 AM

[MARKET WRAP LIVE CROSS](#)

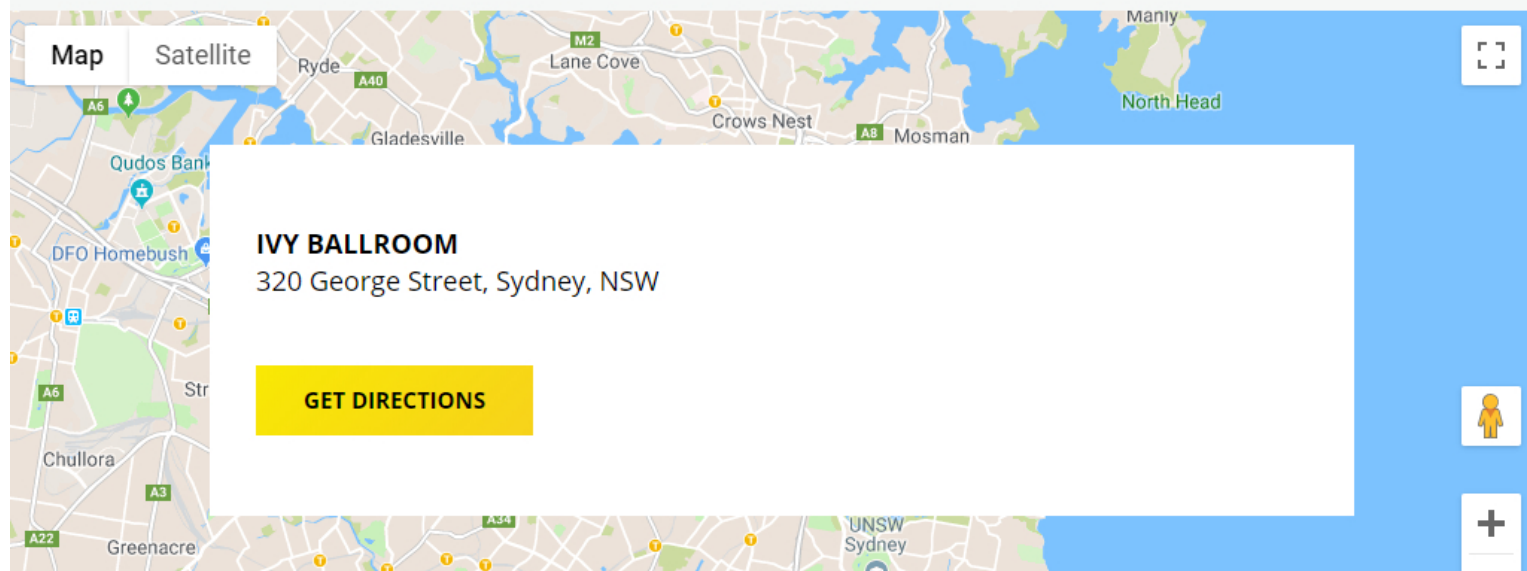
[DETAILS >](#)

9:40 AM

[STRATEGY PANEL: WHAT MATTERS AND WHAT IS JUST NOISE?](#)

[DETAILS >](#)

10:20 AM MORNING TEA	DETAILS >
10:40 AM MINISTER'S ADDRESS	DETAILS >
11:10 AM EDITORIAL PANEL: THE CHANGING FACE OF THE MODERN NEWSROOM	DETAILS >
12:00 PM KEYNOTE: JOURNALISM MATTERS, NOW MORE THAN EVER!	DETAILS >
12:30 PM LUNCH	DETAILS >
1:30 PM KEYNOTE: SHARING IDEAS, INSPIRING CHANGE – GLOBALLY	DETAILS >
2:00 PM DIGITAL PARTNERSHIPS: DIGITAL LEADERS – TRANSFORMING NEWS MEDIA	DETAILS >
2:50 PM METRICS THAT MATTER	DETAILS >
3:35 PM KEYNOTE: LESSONS IN ADVERTISING EFFECTIVENESS	DETAILS >
4:25 PM CLOSING ADDRESS	DETAILS >
4:30 PM NETWORKING DRINKS	DETAILS >





— SPONSORS —



— MORE INFORMATION —



For more information on either the **INFORM News Media Summit** or the **News Media Awards** please contact Kylie Hannah 0404 000 664 or kyliehannah@newsmediaworks.com.au

Presented by  **NewsMediaWorks**

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