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The emerging GenAI playbook for news media: Best practices from news publishers worldwide



What's next for GenAI and media



Use cases optimising internal workflows



GenAI products that pay dividends



GenAI tools for the news industry

The Generative AI era

Generative AI burst on the scene with a bang about 18 months ago, scattering opportunities for increased efficiency and effectiveness across the news media industry. How can we take full advantage of these while safeguarding our reputations and building trust with our audience?

Speakers



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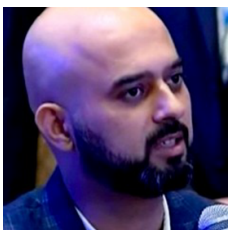
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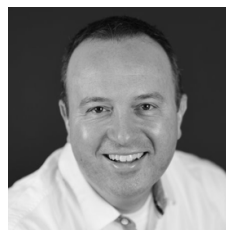
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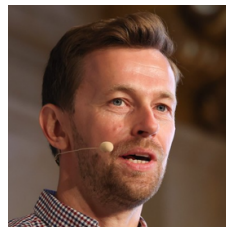


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Themes

GenAI for making money

GenAI for optimising internal workflows

GenAI for serving readers and subscribers better

Which GenAI tools are truly useful?

Maintaining audience trust in the era of GenAI

Agenda

Thursday, May 16

Module 1: What we learned by building GenAI products

Click here for more information on this module

(<https://www.inma.org/modules/event/2024GenerativeAI/agenda.html#may16>)

Tuesday, May 21

Module 2: Harnessing GenAI to make internal workflows more efficient and effective

Click here for more information on this module

(<https://www.inma.org/modules/event/2024GenerativeAI/agenda.html#may21>)

Thursday, May 23

Module 3: Powerful examples of GenAI to serve audiences better

Click here for more information on this module

(<https://www.inma.org/modules/event/2024GenerativeAI/agenda.html#may23>)

Curated by



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Details

What is included in registration?

Your registration includes the live presentation, the video recordings of the presentations, and the speaker's presentation if they are willing to share.

What is the format?

Each module will be approximately 2.5 hours in duration. Each module will be held from 10:00 a.m. to 12:30 p.m. New York time (2:00 p.m.-4:30 p.m. GMT). Conducted in the Zoom ecosystem, you will have an opportunity to ask questions of all presenters.

What is the cost?

- *Members*: US\$495 for all three modules, inclusive of video recordings and presentations
- *Non-members*: US\$1,290, which includes one free year of INMA membership

Register

REGISTER ONLINE ([register/](#))

REGISTRATION FORM (INDIVIDUAL) ([register/24GenerativeAIMasterClass-Reg.pdf](#))

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