

INFORM 2019 Wrap-up



The 2019 INFORM News Media Summit brought together media and marketing minds from across the region to discuss the big issues facing the industry today.

Click on the links below to explore the sessions and the discussions that took place

[Scott Galloway keynote: the state of commerce](#)

[Strategy panel: What matters and what is just noise? Moderated by Mi3's Paul McIntyre, featuring Adam Ferrier \(Thinkerbell\) Caitlin Lloyd \(Tidal\) and Mark Green \(The Monkeys\).](#)

[Minister for Communications delivers keynote](#)

[Editorial panel: Guardian, Seven West, Nine and News Corp come together](#)

[Mark Ryan keynote: Journalism matters, now more than ever](#)

[Damian Eales keynote: Sharing ideas and shaping change](#)

[Digital Partnerships: Lizzie Young \(Nine\), Julian Delany \(News Corp\), Andrew Hunter \(Facebook\) and Kate Beddoe \(Google\)](#)

[Metrics that Matter: Matthew Daniell \(IAG\), Alison Tilling \(VMLY&R\) and Nathan Hodges \(Trinity P3\)](#)

[Mark Ritson keynote: Advertising effectiveness](#)