**Tackling fake news, audience relationships at DIS 2017**

With [only one month](http://www.innovators-summit.com/no_cache/dis-register/) to go before [Digital Innovators’ Summit](http://www.innovators-summit.com) 2017, we can announce today the addition of Jenni Sargent, Managing Director of [First Draft](https://firstdraftnews.com/), to the agenda.

The [10th Digital Innovators’ Summit](http://www.innovators-summit.com) takes place from 19-21 March (with the main Summit on the 20th and 21st) in Berlin, Germany. Find out more [here](http://www.innovators-summit.com), see the agenda (subject to minor change) [here](http://www.innovators-summit.com/dis-programme-2017/) and 70+ speakers [here](http://www.innovators-summit.com/dis-speakers-2017/). To sign up to attend, [click here](http://www.innovators-summit.com/no_cache/dis-register/).

**Addressing misinformation, manipulation and outright fake news**

First Draft formed in June 2015 to “raise awareness and address issues relating to public trust and truth in the digital age”. Core partners include AJ+, BBC News, BuzzFeed, CNN, Google, Facebook, Mic, NBC News, Pro Publica, The New York Times, Twitter, Vox, Washington Post and several others.

At [DIS 2017](http://www.innovators-summit.com), Jenni’s session will focus on, “Strength in numbers: Combating misinformation, manipulation and outright fake news.” Jenni will not only share lessons learnt from e.g. the US presidential elections, but will also share what First Draft and their partners are doing in Europe, with upcoming elections in markets such as France and Germany.

**Developing relationships of trust**

Historically low level of public trust in media (see for example [here](http://d1ri6y1vinkzt0.cloudfront.net/media/documents/Edelman%20Trust%20Barometer%202017_Executive%20Summary.pdf)) is one of the issues facing publishers today. While fair to counter not all media are created equal, building ever-tighter relationships of trust with audiences should be high on every publisher’s agenda. We are well into an era of audience-first, and developing loyal relationships is not only important from a socio-political sense, but makes of course critical business sense too.

Aside from drivers such as credible, quality content and the division between church and state, deeper audience insight is another toward fostering deeper audience relationships and building brand trust.

At DIS 2017, you will have the opportunity to share in the experiences and expertise of a wide variety of speakers focused on developing and/or utilising tools to better understand and serve audiences. Take a [look at the agenda](http://www.innovators-summit.com/dis-programme-2017/) for more information about these, as well as other DIS 2017 sessions, including sessions in digital strategies, digital storytelling and distribution, monetisation, data and privacy, and more.

With more than 70 speakers across 3 stages (includes standalone presentations, panel discussions and in-depth masterclasses), DIS 2017 will present you and your colleagues with a wealth of knowledge in exchange for your two days out of the office to attend.

**DIS 2017: Not only sharing knowledge, but networking and experiences too**

With its pulsating nightlife, mesmerising architecture old and new, history, cosmopolitan culture and unpretentious charm, Berlin is one of Europe and the world’s premier and most dynamic cities, in recent years adding the title of key digital innovation hub to the description.

Besides meeting with tech solution providers and colleagues during the Summit and [DIS Early](http://www.innovators-summit.com/dis-early/) immediately after the Day 1 programme (20 March), you can join colleagues for our [Berlin Tour](http://www.innovators-summit.com/dis-network-berlin-tour-2017/) (19 March) and [DIS Late Refined](http://www.innovators-summit.com/dis-late-cigar-bar/) (Cigar Lounge) or [DIS Late Redefined](http://www.innovators-summit.com/dis-late-karaoke/) (Karaoke, if you prefer something more raucous).

Sign up for the latter three when you register for DIS, [here](http://www.innovators-summit.com/no_cache/dis-register/).