

Traverse



ROTTERDAM. MAKE IT HAPPEN.

**ROTTERDAM
PARTNERS**

#ROTTERDAMMAKEITHAPPEN

HOST SPONSORS



SPONSORS



W E L C O M E

Welcome to Traverse 18, an event that gives you the chance to learn new skills and improve existing ones with practical classes and inspiring sessions.

Traverse has been developed to help people learn, network and have fun in the most efficient way possible.

* * *

GETTING VALUE FROM TRAVERSE 18

We like to think of Traverse as less of a conference and more of an environment for networking, having fun, finding collaborations and a place to learn and improve your digital content creation skills.

By the end of Traverse 18, we hope you leave having learnt a few key things that you can apply directly to your own work.

We'd love your feedback, so feel free to tweet during the conference, or Instagram your photos. You can tag your tweets and photos with #Traverse18 and #RotterdamMakeltHappen.

We hope you enjoy Traverse 18!

* * *

THANK YOU

Traverse 18 wouldn't have been possible without the help and support of Rotterdam Partners. So a big thank you to them and especially Anne Klapmuts for all her hard work to make Traverse 18 Rotterdam happen.

We're also proud to have all our sponsors on board for Traverse 18, putting on the event wouldn't have been possible without their support. So a big "thank you" to them.

We'd also like to thank everyone involved in the organisation and especially our extremely talented speakers.

THE VENUE

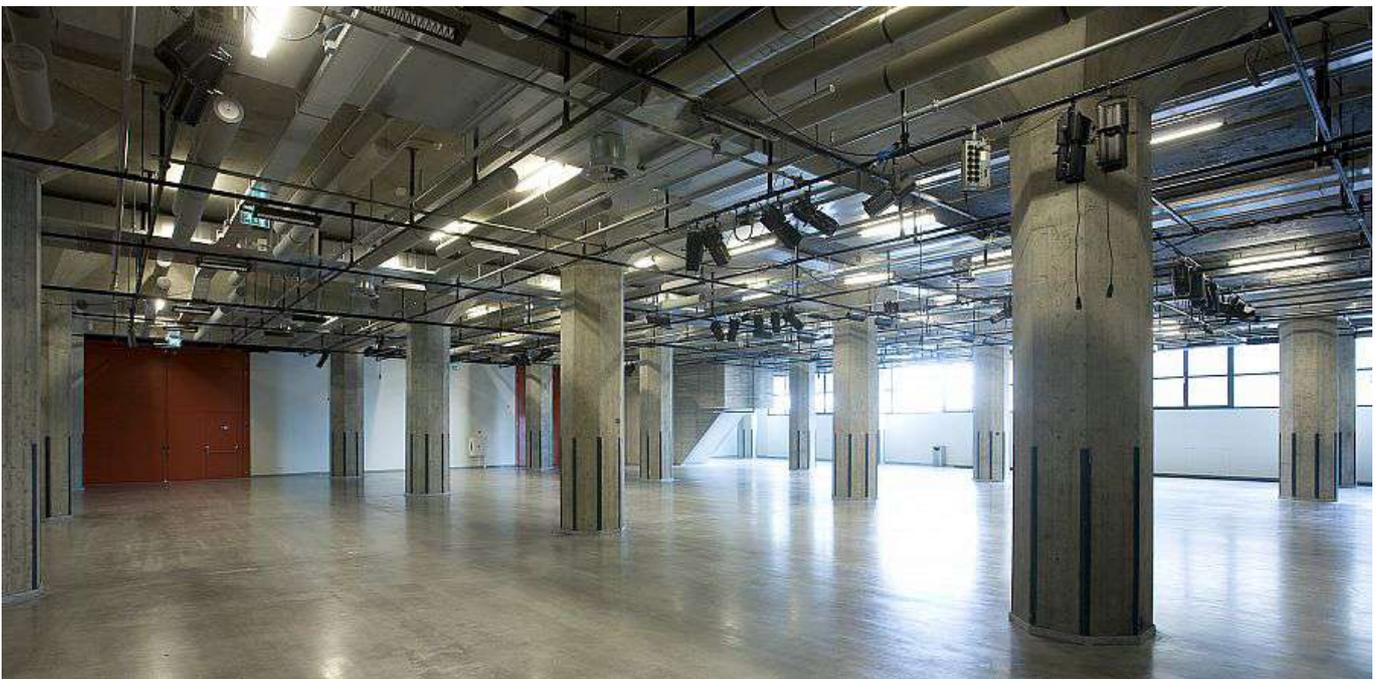


LPII

At Traverse we like to find special venues that are a little bit quirky and have their own character. This year we are hosting the conference at LPII.

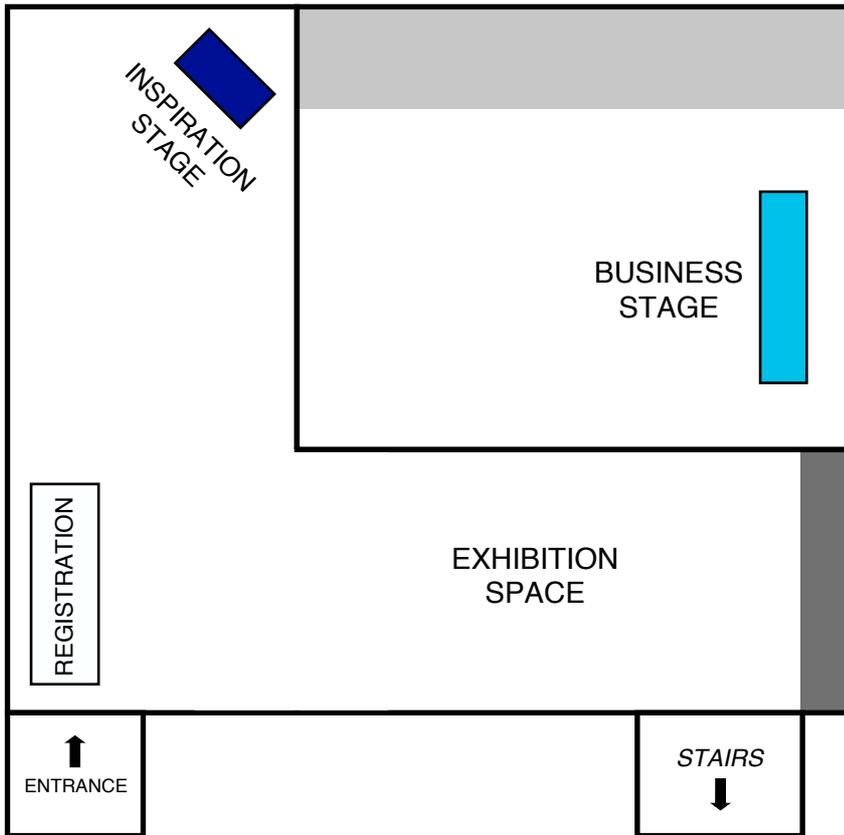
Built in 1953 to a design by Van den Broek & Bakema, LPII spent several decades as a workshop building for the Holland America Line. LPII is the only building on Wilhelmina Pier that survived the vast post-war building work in Rotterdam. The building has since been renovated and is regularly used for business, cultural events, festivals and exhibitions.

LOCATION: LPII Wilhelminakade 326, 3072 AR Rotterdam, Netherlands



VENUE FLOOR PLAN

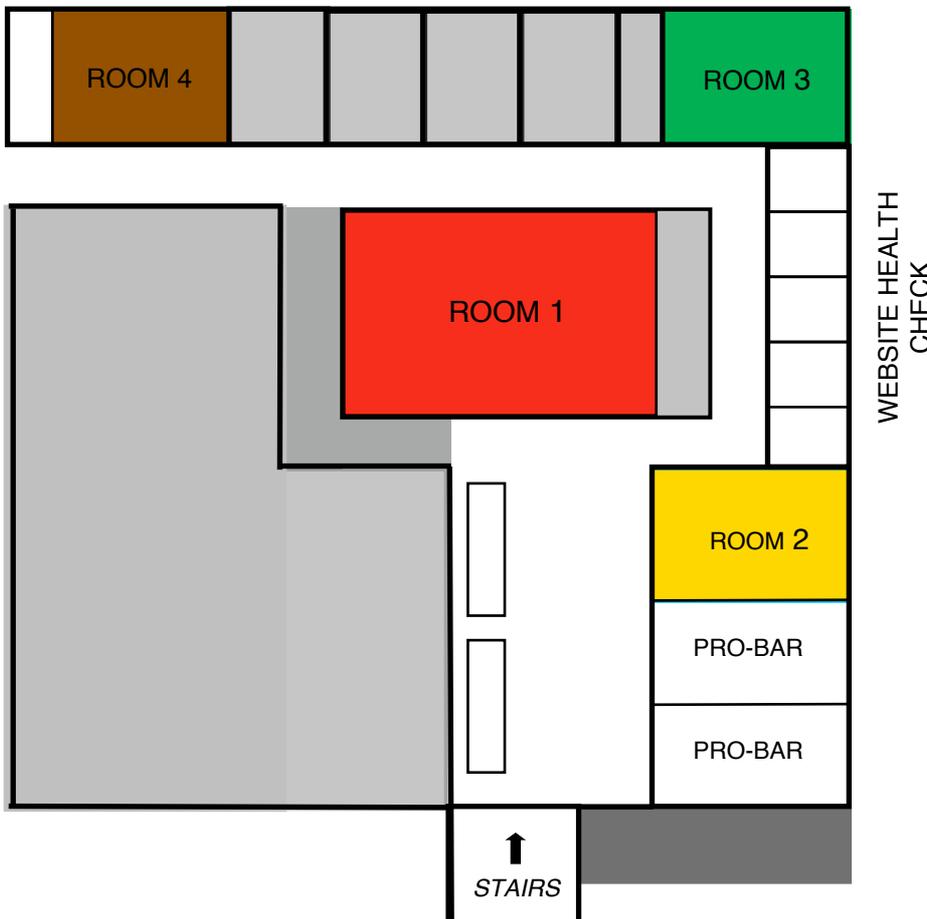
LPII - GROUND FLOOR



On the ground floor of LPII, you'll find our exhibition space where you can mingle and chat to attendees, brands and sponsors.

We also have our Inspiration Stage for some inspirational sessions plus the Business Stage with a focus on the business side of being a content creator.

LPII - FLOOR 1



On the first floor you'll find most of our classrooms for sessions as well as the Website Health Check and Pro Bars.

THE PROGRAMME

We've put together our programme to help you decide which sessions to attend in order to get the most out of Traverse 18. Having said that, don't be afraid to take a chance on a session that at first glance isn't quite your cup of tea... sometimes you'll be surprised at what you'll learn in these sessions.

* * *

THE KEY

Our sessions are labelled according to their type and level to help you choose the most suitable. Rooms, spaces and stages are also colour coordinated to help you to easily locate them on the floor plan.

SESSION TYPE

PRACTICAL - These sessions tend to offer more practical value and examples.

SEMINAR - These are talk based rather than hands on practical sessions.

CREATIVE - These sessions focus on the creative elements of digital content creation.

SPONSORED - These are sessions hosted by our sponsors.

MINI SESSION - These are sessions that are pitched and accepted by Traverse for their interesting content, niche focus and potential takeaway value.

SESSION LEVEL

BEGINNER - These sessions are aimed at beginners to give attendees an introduction to a topic.

ADVANCED - The advanced sessions are aimed at attendees who have experience in the particular topic and are looking to gain more expert insights.

BUSINESS - These sessions focus on the business side of being a content creator.

Attendees will have the opportunity to book a ten minute slot with speakers. Pro Bars are perfect for troubleshooting specific issues you may have, such as “How to take better travel photos” or asking the question that you never had time to whilst your were in the session.

TO BOOK A PRO BAR SLOT

To book a slot please see a member of the Traverse team at the Pro Bar area or reception desk.

WEBSITE HEALTH CHECK

If you're looking for help with your website, then visit our Website Health Check to get expert advice on SEO, Analytics, WordPress and more.

S A T U R D A Y

11:30 - 12:30 *Introducing The MissAdventure***PAOLA CREVANTINI REBSAMEN***Business Session**Sponsored, Seminar*

The MissAdventure inspires women to explore the world together! We are a community of amazing +13300 women worldwide that believe in adventure, collaboration, learning and creating content together. Let the adventure begin!

16:15 - 17:15 *Own your niche - become the go-to-guy & then expand***MICHAL TOMAS (@LONDONVIEWPOINTS)***Beginner/Advanced Session**Creative*

In this session i'll tell you my story how from passion for skyline photography, through instagram I become the guy to contact for photography and timelapse services for new skyscrapers, rooftop bars and hotels with views, to now how I'm pivoting to travels, working with international hotels, airlines and tourism offices, while staying true to my passion of finding the best views around the world.

10:00 - 11:00 *A quick guide to becoming the ultimate brand ambassador for Skyscanner***JEN RANKINE | SOCIAL MEDIA MANAGER @ SKYSCANNER***Beginner/Advanced/Business Session**Sponsored, Seminar*

The Skyscanner Ambassador program caught your eye, did it? Awesome - our plan worked perfectly!

Soooo what's it all about then? We've seen a lot of people over the years talk about our little site/app and share what bargains they've found (and those all-important tips and tricks to find them) with their communities. All we want to do is make your life easier.

Pop along to this session to find out everything you need to know about the program, get the deets on the most common misconceptions floating around and be prepared to have some myths busted.

*This session works perfectly with Tika Larasati's talk on The Secret to Sustainable and Successful Influencer Collaborations Revealed so you should definitely go to both.

11:30 - 12:30 *The business case for SEO & how to get Google to love you***ERIK VAN ERP***Industry/Business Session**Practical*

With the decline in social reach and the rise of voice search, understanding SEO is more important than ever. Erik will first teach his top 3 tips how bloggers and the travel industry can work more closely together to get better (long term) results. Then, using one of your sites as a sample site, he'll demonstrate how to implement these tips to get results. After that, it's all you and your questions, some of which will be drawn from your feedback in the Facebook group before the event.

13:30 - 14:30 *How to turn your blog into a passive income machine***MILOU VAN ROON***Beginner/Business Session**Seminar*

For a long time Milou put off opportunities to make passive income off of her travel blogs because words like "affiliate marketing" intimidated her. Once she got over herself and delved into the topic of passive income, she grew her passive income with more than 4000% in just six months.

If you don't know where to start with making passive income, or want to brush up on your skills, this is the session for you.

15:00 - 16:00 *How to leverage your blog to get lucrative freelance work***LIZZIE DAVEY***Beginner/Business Session**Practical*

Running a blog can be time-consuming and frustrating when it's not earning you any money. But if you've got a blog, you've got everything you need to start landing freelance work right now - and not just any freelance work, but lucrative, consistent work. In this session, I'm going to show you exactly how I use my blog to attract high-quality prospects and turn them into high-paying freelance clients using a simple three-step system. The great thing about freelance work is you can start right NOW, without having to spend months creating products or getting your page views up for sponsored posts. The system I'm going to walk you through step-by-step is the same one I used to go from a newbie blogger who earned literally nothing from my blog to a full-time freelancer in a matter of months.

16:15 - 15:15 *How to build successful affiliate partnerships in the online travel industry***DENISA KOSTOLANYIOVA | BUSINESS DEVELOPMENT MANAGER****@GetYourGuide***Beginner/Advanced/Business Session**Sponsored, Seminar*

This session will dive deep into the key practices of how travel bloggers should connect with travel brands, build successful partnership and leverage their content to drive revenue. It will highlight the most effective strategies of affiliate marketing while keeping the focus on their main passion - travel content creation. An affiliate marketing manager from a top travel brand will lead the audience through detailed case studies to debunk common misconceptions about affiliate marketing and highlight the keys to doing it successfully and profitably, for a travel writer of any size.

ROOM 1

10:00 - 11:00 *How a smart approach to social media can open doors beyond your wildest expectations***RICH MCCOR (@PAPERBOYO)***Beginner/Advanced Session**Creative*

An inspiring discussion about how a passionate, smart and unique approach to social media can allow you to achieve not only your ambitions, but also give you opportunities that you didn't even think would be possible. I'll be discussing some of the incredible opportunities I've had through my experience, but I'll also be including contributions from other well known social media content creators to build an inspiring picture as to what's out there and why this is a wonderful career...if you're smart about how you approach it.

11:30 - 12:30 *Pitching to brands***EMILY LEARY***Beginner/Business Session**Seminar*

- cold pitching vs warm pitching
- what brands want to know (for example: traffic, reach, engagement stats, case studies)
- why they want it
- how to ask for and understand the brand's key objectives
- how to make the info you share relevant and meaningful to the brand
- how to communicate how you fit with a brand and what you can offer

13:30 - 14:30 *How to use Instagram analytics to up your content monetisation games*

JULIE FALCONER

*Advanced/Industry/Business Session
Seminar*

Instagram analytics are getting more powerful all the time. With an ever larger amount of data available to us, we can draw useful conclusions to improve our content and monetisation strategies. This session offers a deep dive into Instagram analytics and how you can use it to increase everything from your engagement to your earning potential.

15:00 - 16:00 *Making easy beats for your vlogs via various sampling techniques*

ANDREW APPLEPIE

*Beginner/Advanced Session
Creative*

Berlin based electronic artist Andrew Applepie loves creating songs with everything he gets his hands on. He uses all kinds of instruments, ranging from familiar choices like guitar and drum machines, to exotic contraptions he picked up while traveling, to all the stuff you would find in a kitchen.

He's inviting you to his "secret session" and asking you to bring along an unusual object or possession. Why? Well you'll find out in his session... let's just say, it's going to be creative. One not to be missed!

16:15 - 17:15 *My SEO traffic has plateaued (or dropped), what should I do?*

ADRIAN LAND

*Advanced Session
Seminar*

A step-by-step guide on how to conduct your own SEO audit. To triage your own performance, to analyse what is and isn't working and what to do about it!

10:00 - 11:00 *Words matter: how to become a better writer***ELLE CROFT***Beginner/Advanced Session**Creative*

Bloggers are, at the heart of it, storytellers. We want to share our tales, and bring our readers along with us as we get under the skin of a new destination. It's our words - along with our photos, videos & our personalities, of course - that bring our travels to life. In the same way that we all want to hone our photography skills, or become better videographers, we can also improve our words to draw people in even more. Learn how to become a better writer, and how to make sure your words have the biggest impact, in this interactive session, and find out how writing a novel has made me a better blogger.

11:30 - 12:30 *Video Q&A***GREG BRAND***Beginner/Advanced/Industry Session**Creative*

A fully interactive Q&A session to have all your filming and editing questions answered by an industry expert.

13:30 - 14:30 *How I lost my blogging mojo and got it back***KASHYAP BHATTACHARYA (BUDGET TRAVELLER)***Beginner/Advanced Session**Seminar*

Last summer, I lost my blogging mojo. 9 years of blogging professionally and despite winning a few major blogging awards and tourism marketing awards for content campaigns, I was fed up, jaded, questioning my relevance and whether I was enjoying it anymore. In a world where marketers obsess with numbers and not with the quality of content, where expertise and authority count for almost nothing, where influencers present travel destinations in unrealistic irrelevant ways and ask stupid amounts of €€€, where is the true value in content and working with bloggers? How do we stay relevant? Plus what about your personal relationships, having time for yourself and having a world outside blogging?

I may not have all the answers in my Traverse presentation but I am going to try. May have you have some ideas and thoughts to share? This session is for you then. Hop along and join me in what I hope will be an informative and entertaining session.

15:00 - 16:00 *How bloggers can frame a place differently***EMILY GOUGH & ANDREW SIM (ALONG DUSTY ROADS)***Beginner/Advanced Session**Creative*

With the growth of highly visual digital mediums, images may now be more important to representing a place than words. However, too many influencers are taking the same pictures of the same few places.

The role of the influencer is to push boundaries and show new perspectives visually and thematically.

This talk will showcase new approaches and easy ways to help us all deliver a more meaningful visual experience of a destination to ensure your content stands out, tells your personal story and adds value to your reader's experience.

16:15 - 17:15 *Why you should start a podcast LIVE***LUCY LUCRAFT***Beginner Session**Practical, Mini Session*

Podcasting is one of the fastest growing ways to consume content. It has a phenomenally high rate of engagement and, if you have a blog, is an amazing way to connect with a new audience and grow a community of super-fans.

Sponsorship is fast and furious and numbers aren't as prescriptive as in blogging so NOW is the time to get ahead of the pack and add another string to your bow.

10:00 - 11:00 *SEO - How to find lucrative keywords for your business***CORY VARGA***Beginner/Advanced/Industry Session
Seminar, Mini Session*

Understanding SEO is a great skill. This is because you are in full control of your website's traffic. Should any social media change its algorithm, or go bust, you are not affected because your search traffic is your own, based on your amazing keywords and well-crafted content. SEO is the art and science of allowing a search engine to easily act as the gateway between the information a person seeks and the content you make available on your blog.

Whilst SEO is brilliant for organic traffic, it doesn't always answer the questions for passive income. In order to target the right traffic that converts, you must follow a set of steps in order to find lucrative keywords, which in turn bring organic traffic and increase passive income via affiliate marketing. In this session, I want to explain how to achieve this by creating a persona which represents your target audience, understand the concept of purchase intent, target the right keywords and market the article so you can rank well.

11:30 - 12:30 *Defying the English dominance: why you should blog in another language (or not)***NIENKE KROOK & SOFIE COUWENBERGH***Beginner Session
Seminar, Mini Session*

By now, everyone knows the importance of having a niche. Then why do bloggers still decide to go and write in English, while they could reach a much more targeted audience in their native language? This session explores the pros and cons of blogging in another language. It offers participants step-by-step guidance in deciding whether they should run their blog in one or two languages. It also shows them what pitfalls to avoid and advantages to make use of when they defy the dominance of English.

13:30 - 14:30 *How to pitch to travel publications including inflight magazines***SOPHIE WILLIAMS***Beginner Session
Creative, Mini Session*

I will talk through what type of stories editors are looking for when receiving a pitch and also the best sections of magazines to pitch to. We will also work through good and bad examples of pitches.

15:00 - 16:00 *Should I move from “free” WordPress.com to “self-hosted” WordPress.org?*

STEVE BIGGS

*Beginner Session
Seminar, Mini Session*

If you're new to blogging you're probably using free Wordpress.com? This is a great place to start as it gets you up and running, especially if you're intimidated by the "techie" side of things. However once you've found your feet then "self-hosting" can be the way to go as it allows you to use different themes, add plugins such as Google Analytics and advertise on your website. This session will go through the pros and cons of moving from Wordpress.com to self-hosted Wordpress.org and the steps I went through when I moved a few months ago.

16:15 - 17:15 *The progression of voice in travel: shaking up distribution and marketing models*

NAULLY NICOLAS

*Beginner Session
Seminar, Mini Session*

Voice, AI, and personalisation are in the position filled by mobile a few years back, and those who have invested wisely have already seen major rewards - discover how to seize these technologies now and take revenues and personalisation to the next level.

10:00 - 11:00 *GDPR - all you need to know*

OMO OSAGIEDE

*Advanced/Industry/Business Session
Seminar, Mini Session*

The EU General Data Protection Regulation (GDPR) is set to take effect from 25 May 2018. The legislation places a number of obligations on influencers and marketing organisations regarding the collection, use, transfer and storage of personal data. Bloggers engaging in influencer campaigns need to be aware of the key GDPR principles and requirements in order stay compliant.

13:30 - 14:30 *Understanding paid media***JUDITH LEWIS***Beginner/Industry/Business Session
Seminar*

This session covers the essentials of creative, successful social media and Google paid advertising campaigns. We'll explore best-practice campaigns and tools and techniques for writing copy, bidding strategy, and aligning your paid, owned and earned social activity. It will be full of practical advice to get to ready to start advertising on these platforms and ensure you target the right audience in the right way with the right message.

15:00 - 16:00 *Look at your city with different eyes***MARCO DE GROOT (@MARCORAMA)***Beginner Session
Creative*

Seeing what most people walk by is something I've been born with. I'd like you to join me on a virtual walk and let me show you how I see things differently. By framing out element you capture the core subject without distractions giving a calming effect on the viewer.

16:15 - 17:15 *Influencers and startups: making it work***ELISSA GLORIE, MAGDALENA MISIORNY***Beginner/Industry/Business Session
Seminar*

Imagine you are a founder of a fast growing startup with a successful product but yet limited budget. Seeing that the story is successfully being picked up in traditional media, what would convince you to spend some extra money on influencer marketing that you don't (or think you don't) really need at this moment. How can we make this relationship work from the start? What can you learn, as an influencer, from the startup business perspective and use it in your work to make more profit or start more meaningful collaborations?

SUNDAY

11:15 - 12:15 *Introducing The MissAdventure***PAOLA CREVANTINI REBSAMEN***Business Session**Sponsored, Seminar*

The MissAdventure inspires women to explore the world together! We are a community of amazing +13300 women worldwide that believe in adventure, collaboration, learning and creating content together. Let the adventure begin!

15:00 - 16:00 *Destination challenges: When destinations put influencers to the test***BJORN TOCH***Beginner/Advanced Session**Seminar*

Destination Challenges is an influencer marketing concept developed by Bjorn Troch aka The Social Traveler in 2013. It has been implemented in over 50 destinations around the world so far and results in a unique, interactive and genuine social media adventure that is shaped in the moment.

Bjorn will show results from past campaigns and This year he is on a road trip around Europe with his beloved vintage van 'Rose' taking on Destination Challenges around Europe.

09:30 - 10:30 *Building products beyond your blog***LIAM TUCKER***Advanced/Business Session**Seminar*

As a person of influence you have a unique advantage to create a product, business or brand that will survive beyond your blog or channel. Come and learn how savvy entrepreneurs are doing just that and no longer relying on brand deals as their only source of income. Also, find out how people are utilising your content to build their own empires. I will take you through some of the thought process it takes to find the opportunities and start selling your own products.

11:15 - 12:15 *Dealing with clients & work - build a strong & happy relationship with the companies you work with*

NICK TRUEMAN

*Beginner/Industry/Business Session
Seminar*

It's time to stop getting stressed, paid late and therefore hating the brands (clients) you work with. I've worked with hundreds of clients both in my business(es) and as an influencer. In this session I'll be sharing my top tips, favourable work flows and how to build a strong & happy relationship with the companies you work with.

13:45 - 14:45 *How to add a food component to your travel blog package*

MINDI & DARYL HIRSCH (2foodtrippers)

*Beginner Session
Seminar*

Let's face it - food is one of the best parts of travel, if not the best part. This seminar will show travel bloggers how to add a food component to their travel blog package. The seminar will also include handy tips on food writing, food photography and collaborating with third parties.

15:00 - 16:00 *The secret to successful and sustainable influencer collaborations revealed*

TIKA LARASATI | SENIOR GROWTH MANAGER, INFLUENCER MARKETING @ SKYSCANNER

*Beginner/Advanced/Business Session
Sponsored, Seminar*

So, Klout is dead, but Influencer Marketing is here to stay. It's one of the fastest-growing channels in today's digital marketing world. However, there's more to it than meets the eye! What does it really take for brands and influencers to create sustainable and successful collaborations?

Join this session to find out how Skyscanner works with influencers, how we measure campaigns beyond social media metrics, what we've learn all these years, why we created a whole new dedicated programme for influencers, and how we spot and stop fraudulent activities. We'll also be sharing some best practices, case studies and insights from our data. And with 70 million users a month, that's a lot of data. Take notes and put that theory into practice in our new Skyscanner Ambassador Program!

**This session complements Jen Rankine's talk on A Quick Guide to Becoming the Ultimate Skyscanner Ambassador.*

09:30 - 10:30 *How to succeed as a personality-based blogger***KATE MCCULLEY (ADVENTUROUS KATE)***Advanced Session**Creative*

Personality-based travel bloggers have different needs and informational bloggers. In this presentation, Kate McCulley shares the lessons she's learned from nearly eight years of full-time professional travel blogging. Learn to stand up for your personal values, how to make money when your content is personality-based, how to set healthy boundaries within your blogging career, and how to maintain a healthy, happy, and fulfilling life outside your blog.

11:15 - 12:15 *Lesson from 10 years of travel blogging a Q&A***MATT KEPNES (NOMADIC MATT)***Beginner/Industry Session**Seminar*

Join Matt Kepnes for a special Q&A session hosted by Alastair McKenzie. We'll be delving into the lessons Matt's learnt from over 10 years of successful travel blogging on NomadicMatt.com. This is your chance to get your traveling blogging question answered!

13:45 - 14:45 *Advanced video production***GREG BRAND***Beginner/Advanced/Industry Session**Practical*

Greg's advanced video production session will be going beneath the surface of video production to help push your content to the next level.

15:00 - 16:00 *Understanding YouTube: is the algorithm against you?***JOE ALLAM***Beginner/Advanced/Business Session**Practical*

Take a deep dive into how you can analyse and understand your YouTube channel using the extensive and impressive YouTube analytics. Whether you're just getting started or on your way to the next major milestone, this hands-on workshop will offer alternative ways of looking at your YouTube channel from a factual and statistical perspective.

10:00 - 11:00 *Lightroom editing***SEAN BYRNE***Beginner/Advanced Session
Practical*

Improve your editing workflow by using Adobe Lightroom.

11:15 - 12:15 *Hello mojo - how to find focus, energy and confidence when working on your blog***KAREN SERGANT***Beginner/Business Session
Practical*

This is a practical workshop where we will explore simple but effective techniques from the world of psychology that you can use when you feel stuck and discouraged while you're working on your blog. By the end of the session you will have identified what you can do to get that extra zing of energy when you need it. You will also have a deeper understanding of the key what currently discourages and demotivates you and more importantly techniques you can use to get over these.

13:45 - 14:45 *Conversion or engagement? Making sense of the online marketing ecosystem***EULANDA & OMO OSAGIEDE***Beginner/Business Session
Seminar, Mini Session*

"No, I didn't see an increase in sales, but 'wow' look at my engagement metrics" is a popular mantra that often leads small businesses to invest time and money into areas that can cause marketing confusion. As influencers, it's important to understand the core concerns brands want to address when it comes to addressing numbers. It's beneficial to understand the language decision makers are using, so that you can effectively communicate with them when pitching collaborations and campaigns.

As business owners, employees and marketers, to understand where best to invest your marketing resources, you must first understand what your brand represents. If you want to increase your conversion rates, you need to identify, learn, understand and measure how well customers move through your online ecosystem.

This session will help you identify whether engagement or conversion marketing methods, or a strategic combination of both is the most advantageous for your brand in order to maximize ROI and increase sales conversion rates.

ROOM 2

15:00 - 16:00 *How to use linkedin to gain travel opportunities as a blogger***KIRSTY LEANNE***Beginner/Business Session
Seminar, Mini Session*

This session will show you how to optimise your LinkedIn profile and blog business page in order to gain valuable travel collaborations as a blogger.

ROOM 3

09:30 - 10:30 *Creating video for social media***MANDY CELINE***Beginner/Advanced/Industry Session
Seminar*

Mandy takes you through the basics of social video and how to get the best video experience and value out of your work on different social media platforms. In this session, we are going to focus on YouTube, Facebook, Instagram videos & stories, as well as basic tips on filming to get the best shots.

11:15 - 12:15 *How to make money on the road selling freelance services***SANDRA VAN DER LEE***Beginner Session
Practical, Mini Session*

As opposed to blogging and setting up 'passive' income streams, selling services is not a long-term strategy. We don't need 10000 pageviews and the first place on Google. Instead we need to effectively solve pain points for others.

In this practical session you'll brainstorm service ideas based on your experiences and skills. Then you'll learn how to quickly validate your idea using simple market research. I'll also share the strategies that have helped me find clients and how I decide if a marketing tactic is worth my time and effort.

At the end of the session you'll know what you want to offer, who you want to sell it to and how you'll find clients.

13:45 - 14:45 *Pricing your photography: copyright and image licensing***PHIL AMMON***Advanced/Industry/Business Session
Seminar*

Have you ever felt stumped when a client asked you how much you charge for your photos? Did you feel confident with the number you gave them, or did it seem arbitrary based on what you thought would work? In most cases what you can charge comes down to negotiation and understanding how the pricing for photography is structured. I will be sharing some of my insights to building a pricing structure that you feel confident in. You will come out of this session with a better understanding of UK copyright laws that apply to photography, and how to better calculate your fees.

15:00 - 16:00 *How to write more (and flipping well enjoy too)***FRANKIE THOMPSON***Beginner Session
Creative, Mini Session*

Written content is at the heart of blogging and yet there isn't much proactive advice about how bloggers can maximise the time they spend writing so it benefits their blog and their business. In this positive and upbeat session, bloggers will learn how to write more of whatever they want to write (blog posts, business plans, pitches, ebooks, short stories, novels etc). They'll also learn how to find more enjoyment in doing so through better planning, easy but effective positive thinking, and by making and keeping purposeful goals. Frankie will draw from her own seven years experience as a professional freelance writer, writing 10,000s of words a month (for work and for pleasure in the form of a blog, fiction, ebooks and poetry). Attendees will be asked to share specific examples of the obstacles and challenges they experience writing so they can leave with actionable steps to help move past them. All attendees will receive a mini pack of WriteNOW Cards, affirmation cards for writers, to help get their new writing journey off to a more positive and productive start!

09:30 - 10:30 *A practical guide into improving the speed of your site***CHRIS RICHARDSON***Beginner/Advanced Session**Practical*

Read and understand what speed test reports tell you and then learn what changes/tools you need to make to your site.

11:15 - 12:15 *SEO beyond the basics - business-led advanced practical optimisation techniques***JUDITH LEWIS***Advanced/Business Session**Seminar*

If you already have a moderate understanding of SEO but want to get some more in-depth insight into how things work and what tools you can use to turbo-charge your business, this session is the right one for you. Assuming an understanding of SEO already, this session will cover 3D keyword analysis for content and on-site optimisation, Yoast and why you sometimes need to ignore it, technical auditing and what really matters (ignore what those tools say), is AMP worth it and the importance of Schema, SEMRush and how to best utilise it for your competitor analysis (cheaters really do prosper), and resources for you to use.

13:45 - 14:45 *USE YOUR EARS: podcasting 101***SUSAN SCHWARTZ***Beginner Session**Creative*

Everyone tells us that visual is everything - so why is everyone talking about podcasting more than ever? As children we aren't shown stories, but told them. Are we longing for those good old days? Maybe! So now is the time to jump on the bandwagon and grab your mic. My mini-session will show you that it's super easy once you have the right stuff.

15:00 - 16:00 *Advanced link building***AMAR HUSSAIN***Advanced/Business Session
Seminar, Mini Session*

Backlinks are more important than ever as a ranking signal but in today's online world there are many pitfalls to building links. Amar lifts the lid sharing insights, tools and processes for building high value links safely.

PARTY
TIME

PARTY TIME



TRAVERSE 18 OPENING AT THE STUDENT HOTEL

The fantastic Student Hotel Rotterdam is the venue for Traverse Rotterdam's opening party on Friday 25 May from 8pm until midnight. Join us for an evening of mingling, networking, games, food and drink. The Student Hotel Rotterdam is home to hundreds of international students, young professionals and entrepreneurs that love to travel but also know how important it is to feel home.

The Student Hotel will be opening their recently renovated hotel rooms, restaurant The Commons, co-working space TSHCollab, an underground cinema and gaming areas for unexpected conversations, brainstorming and idea sharing. Join us for drinks, snacks, games and maybe some dancing.

DETAILS

Traverse Welcome Party - [Willem Ruyslaan 225](#)

Friday the 25th of May, 20:00 till 23:30ish

PUBLIC TRANSPORT

From Rotterdam Centraal Station you take tram 21 or 24 till the Willem Ruyslaan stop. The hotel is located right next to the tram stop, easy! You can also take the metro to Gerdesiaweg and then walk a few minutes.

BY CAR

Public parking lot available near the hotel, paid parking right in front of the hotel until 21:00. Across the street you can park for free after 18:00, just in front of the Domino's pizza takeaway.

SATURDAY NIGHT PARTY - WERELDMUSEUM - UNDER CONSTRUCTION

On the Saturday night at Traverse, we'll be enjoying drinks and food in the fantastic ballroom of the Wereldmuseum, just across the water from the Traverse 18 conference venue. We'll also be treated to some incredible live music throughout the evening as we mingle and relax following the first conference day of this year's Traverse.

Rotterdam is a city that's always under construction and so is the Wereldmuseum (museum for ethnology). The museum has a 130 year history in its beautiful building, one of the oldest in the city. Visit the small exhibition about 30 of the most interesting pieces from our collection from all over the world. The objects tell the story of how the world came to Rotterdam.

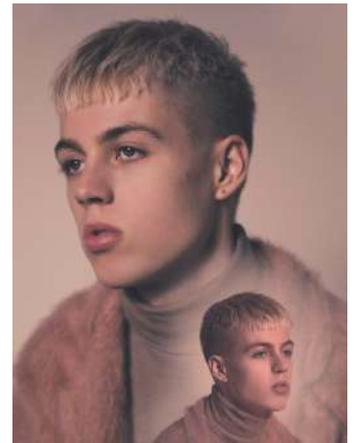
This evening we'll serve you live music from two international acts, street food and tasty drinks. The roots of the acts that operate under the flag of ÇA VA MIEUX

(Yurrit & Day Fly) lie in Rotterdam. On this evening, both acts will present an exclusive preview of their upcoming projects by giving a live performance. These projects are 'under construction', but not for long anymore. Partnering with Noisey, Dan Fly and Yurrit will present their newest sounds—what better place to do so than in the gorgeous ballroom of Wereldmuseum Rotterdam.

Yurrit - [instagram.com/yurrit](https://www.instagram.com/yurrit)

Day Fly - [instagram.com/dayflydayfly](https://www.instagram.com/dayflydayfly)

ÇA VA MIEUX - [instagram.com/ca.va.mieux](https://www.instagram.com/ca.va.mieux)



DETAILS

Saturday the 26th of May, 19:00 till 23:00

Wereldmuseum Rotterdam
Willemskade 25, 3016 DM Rotterdam, Netherlands
www.wereldmuseum.nl

PARTY TIME

THE TRAVERSE 18 CLOSING PARTY AT CLUB VIBES

It's tradition that a good night out in Rotterdam ends in Club Vibes. So where else would we end the Traverse weekend? This small club in the city centre has been popular with locals for almost 10 years. When the cafes and bars close, Vibes continues through to the early hours. The club attracts a mixed crowd and there is always a friendly atmosphere with the DJ playing mainstream pop and good old classics.

On Sunday night, Club Vibes welcomes the Traverse attendees from 7PM with cocktails, pizza slices and later on in the night, typical Dutch bitterballen.

We hope you can join us for the final event of the Traverse 18 week as we end the conference with a great party!

DETAILS

Sunday the 27th of May, 19:00 till 23:00

[Westersingel 50-A, 3014 GV Rotterdam](http://clubvibes.nl/)
<http://clubvibes.nl/>



THANKS FOR COMING

Thanks for attending Traverse 18 in Rotterdam, we hope you have an awesome time in this amazing city and will take home some valuable information from the conference. We'd love to see all the photos, videos and posts about Traverse 18, so do post them on our Facebook group.

Thanks,

The Traverse Team

Paul, Michael and Anastazja

* * *

HOST SPONSORS



SPONSORS



Traverse

ROTTERDAM. MAKE IT HAPPEN.

**ROTTERDAM
PARTNERS**

#ROTTERDAMMAKEITHAPPEN