

Saturday 26 May	Exhibition Space	Room 1	Business Stage	Room 2	Room 3 (mini sessions)	Room 4	Inspiration Stage	Second Space
0830 - 0930	Registration							
0930 - 1000			Welcome & Opening					
Session 1 1000 - 1100		How a smart approach to social media can open doors beyond your wildest expectations Rich McCor (@paperboyo) B, A Cre	A Quick Guide to Becoming the Ultimate Brand Ambassador for Skyscanner Jen Rankine B, A, Bus Sem, spo	Words matter: how to become a better writer Elle Croft B, A Cre	SEO - How to find lucrative keywords for your business Cory Varga B, A, I, BUS Sem	GDPR - all you need to know Omo Osagiede A, I, BUS Sem		Pro-Bars & Website Health Check
1100 - 1130	Coffee Break							
Session 2 1130 - 1230		Pitching to Brands Emily Leary (A Mummy Too) B, BUS Sem	The Business Case for SEO & How to Get Google to Love You Erik van Erp I, BUS Prac	Video Q&A Greg Brand B, A, I Cre	Defying the English dominance: why you should blog in another language (or not) Nienke Krook & Sofie Couwenbergh B Sem	Introducing The MissAdventure Paola Crevatini Rebsamen BUS Spon, Sem		
1230 - 1330	Lunch						WTM 2018 - why you should attend and Q&A Michael Ball & Annabelle Arch	
Session 3 1330 - 1430		How to Use Instagram Analytics to Up Your Content and Monetisation Games Julie Falconer (A Lady in London) A, I, BUS Sem	How to turn your blog into a passive income machine Milou van Roon B, BUS Sem	How I lost my blogging mojo and got it back Kashyap Bhattacharya (Budget Traveller) B, A Sem	How to Pitch to Travel Publications Including Inflight Magazines Sophie Williams B Cre	Understanding Paid Media Judith Lewis B, I, BUS Sem		
1430 - 1500	Coffee Break							
Session 4 1500 - 1600		Making easy beats for your vlogs via various sampling techniques Andrew Applepie B, A Cre	How to Leverage Your Blog to Get Lucrative Freelance Work Lizzie Davey B, BUS Prac	How Bloggers can Frame a Place Differently Emily Gough & Andrew Sim (Along Dusty Roads) B, A Cre	Should I move from "free" Wordpress.com to "self-hosted" Wordpress.org? Steve Biggs B Sem	Look at Your City with Different Eyes Marco de Groot (@marcorama) B Cre		
Session 5 1615 - 1715		My SEO traffic has plateaued [or dropped], what should I do? Adrian Land A Sem	How to Build Successful Affiliate partnerships in the Online Travel Industry Denisa Kostolanyiiova B, A, BUS Spon, Sem	Why you should start a podcast LIVE Lucy Lucraft B Prac	The Progression of Voice in Travel: Shaking Up Distribution and Marketing Models Naully Nicolas B Sem	Influencers and Startups: making it work Elissa Glorie, Magdalena Misiorny B, I, Bus Sem	Own your niche - become the go-to-guy and then expand Michal Tomas (@londonviewpoints) B, A Cre	

Sunday 27 May	Exhibition Space	Room 1	Business Stage	Room 2	Room 3 (mini sessions)	Room 4	Inspiration Stage	Second Space	
0830 - 0900	Registration & Networking								
Session 1 0930 - 1030		How to Succeed As a Personality-Based Blogger Kate McCulley (Adventurous Kate) A Cre	Building products beyond your blog Liam Tucker A, BUS Sem	Lightroom Editing Sean Byrne B, A Prac	Creating Video for Social Media Mandy Celine B, A, I Sem	A practical guide into improving the speed of your site Chris Richardson B, A Prac		Pro-Bars & Website Health Check	
1030 - 1115	Coffee Break								
Session 2 1115 - 1215		Lessons from 10 years of travel blogging - a Q&A Matt Kepnes (Nomadic Matt) B, I Sem	Dealing With Clients & Work - build a strong & happy relationship with the companies you work with Nick Trueman B, I, BUS Sem	Hello Mojo - How to find focus, energy and confidence when working on your blog Karen Sergant B, BUS Prac	How to make money on the road selling freelance services Sandra van der Lee B Prac	SEO Beyond the Basics – Business-led Advanced Practical Optimisation Techniques Judith Lewis A, BUS Sem	Introducing The MissAdventure Paola Crevatini Rebsamen BUS Spon, Sem		
1215 - 1345	Lunch								
Session 3 1345 - 1445		Advanced Video Production Greg Brand B, A, I Prac	How to Add a Food component to Your Travel Blog Package Mindi & Daryl Hirsch (2foodtrippers) B Sem	Conversion or Engagement? Making Sense of the Online Marketing Ecosystem Eulanda & Omo Osagiede B, BUS (mini) Sem	Pricing Your Photography: Copyright and Image Licensing Phil Ammon A, I, BUS Sem	USE YOUR EARS: Podcasting 101 Susan Schwartz B Cre			
Session 4 1500 - 1600		Understanding YouTube: is the algorithm against you? Joe Allam B, A, BUS Prac	The Secret to Successful and Sustainable Influencer Collaborations Revealed Tika Larasati B, A, BUS Sem, Spon	How to Use LinkedIn to Gain Travel Opportunities as a Blogger Kirsty Leanne B, BUS Sem	How to write more (and flipping well enjoy it too) Frankie Thompson B Cre	Advanced Link Building Amar Hussain A, BUS (mini) Sem	Destination Challenges: When Destinations put influencers to the test. Bjorn Toch B, A Sem		
1630 - 1800			Traverse 18 Closing Panel						