

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 <b>Rich McCor (@paperboyo)</b> B, A Cre	A Quick Guide to Becoming the Ultimate Brand Ambassador for Skyscanner <b>Jen Rankine</b> B, A, Bus Sem, spo	Words matter: how to become a better writer <b>Elle Croft</b> B, A Cre	SEO - How to find lucrative keywords for your business <b>Cory Varga</b> B, A, I, BUS Sem	GDPR - all you need to know <b>Omo Osagiede</b> A, I, BUS Sem		Pro-Bars & Website Health Check
1100 - 1130	Coffee Break							
Session 2 1130 - 1230		Pitching to Brands <b>Emily Leary (A Mummy Too)</b> B, BUS Sem	The Business Case for SEO & How to Get Google to Love You <b>Erik van Erp</b> I, BUS Prac	Video Q&A <b>Greg Brand</b> B, A, I Cre	Defying the English dominance: why you should blog in another language (or not) <b>Nienke Krook &amp; Sofie Couwenbergh</b> B Sem		Introducing The MissAdventure <b>Paola Crevatini Rebsamen</b> BUS Spon, Sem	
1230 - 1330	Lunch						WTM 2018 - why you should attend and Q&A <b>Michael Ball &amp; Annabelle Arch</b>	
Session 3 1330 - 1430		How to Use Instagram Analytics to Up Your Content and Monetisation Games <b>Julie Falconer (A Lady in London)</b> A, I, BUS Sem	How to turn your blog into a passive income machine <b>Milou van Roon</b> B, BUS Sem	How I lost my blogging mojo and got it back <b>Kashyap Bhattacharya (Budget Traveller)</b> B, A Sem	How to Pitch to Travel Publications Including Inflight Magazines <b>Sophie Williams</b> B Cre	Understanding Paid Media <b>Judith Lewis</b> B, I, BUS Sem		
1430 - 1500	Coffee Break							
Session 4 1500 - 1600		Making easy beats for your vlogs via various sampling techniques <b>Andrew Applepie</b> B, A Cre	How to Leverage Your Blog to Get Lucrative Freelance Work <b>Lizzie Davey</b> B, BUS Prac	How Bloggers can Frame a Place Differently <b>Emily Gough &amp; Andrew Sim (Along Dusty Roads)</b> B, A Cre	Should I move from "free" Wordpress.com to "self-hosted" Wordpress.org? <b>Steve Biggs</b> B Sem	Look at Your City with Different Eyes <b>Marco de Groot (@marcorama)</b> B Cre		
Session 5 1615 - 1715		My SEO traffic has plateaued [or dropped], what should I do? <b>Adrian Land</b> A Sem	How to Build Successful Affiliate partnerships in the Online Travel Industry <b>Denisa Kostolanyiiova</b> B, A, BUS Spon, Sem	Why you should start a podcast LIVE <b>Lucy Lucraft</b> B Prac	The Progression of Voice in Travel: Shaking Up Distribution and Marketing Models <b>Naully Nicolas</b> B Sem	Influencers and Startups: making it work <b>Elissa Glorie, Magdalena Misiorny</b> B, I, Bus Sem	Own your niche - become the go-to-guy and then expand <b>Michal Tomas (@londonviewpoints)</b> 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 <b>Kate McCulley (Adventurous Kate)</b> A Cre	Building products beyond your blog <b>Liam Tucker</b> A, BUS Sem	Lightroom Editing <b>Sean Byrne</b> B, A Prac	Creating Video for Social Media <b>Mandy Celine</b> B, A, I Sem	A practical guide into improving the speed of your site <b>Chris Richardson</b> 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 <b>Matt Kepnes (Nomadic Matt)</b> B, I Sem	Dealing With Clients & Work - build a strong & happy relationship with the companies you work with <b>Nick Trueman</b> B, I, BUS Sem	Hello Mojo - How to find focus, energy and confidence when working on your blog <b>Karen Sergant</b> B, BUS Prac	How to make money on the road selling freelance services <b>Sandra van der Lee</b> B Prac	SEO Beyond the Basics – Business-led Advanced Practical Optimisation Techniques <b>Judith Lewis</b> A, BUS Sem	Introducing The MissAdventure <b>Paola Crevatini Rebsamen</b> BUS Spon, Sem		
1215 - 1345	Lunch								
Session 3 1345 - 1445		Advanced Video Production <b>Greg Brand</b> B, A, I Prac	How to Add a Food component to Your Travel Blog Package <b>Mindi &amp; Daryl Hirsch (2foodtrippers)</b> B Sem	Conversion or Engagement? Making Sense of the Online Marketing Ecosystem <b>Eulanda &amp; Omo Osagiede</b> B, BUS (mini) Sem	Pricing Your Photography: Copyright and Image Licensing <b>Phil Ammon</b> A, I, BUS Sem	USE YOUR EARS: Podcasting 101 <b>Susan Schwartz</b> B Cre			
Session 4 1500 - 1600		Understanding YouTube: is the algorithm against you? <b>Joe Allam</b> B, A, BUS Prac	The Secret to Successful and Sustainable Influencer Collaborations Revealed <b>Tika Larasati</b> B, A, BUS Sem, Spon	How to Use LinkedIn to Gain Travel Opportunities as a Blogger <b>Kirsty Leanne</b> B, BUS Sem	How to write more (and flipping well enjoy it too) <b>Frankie Thompson</b> B Cre	Advanced Link Building <b>Amar Hussain</b> A, BUS (mini) Sem	Destination Challenges: When Destinations put influencers to the test. <b>Bjorn Toch</b> B, A Sem		
1630 - 1800		Traverse 18 Closing Panel							