

TBEX PRE - CONFERENCE DAYS

Monday, October 2nd

Early Registration & Tours Desk: 8:00 am - 1:00 pm

Pre-BEX Tour Activities: All Day

Workshop: First Steps to Travel Blogging 1:00 pm - 4:30 pm: Heather Cowper (Park Suite/Brehon Hotel)

Sponsor / Speaker Reception : 5:30 pm (private invite only)

Killarney Welcomes TBEX to Town! : Downtown Killarney Village 6:30 pm until late.... (no transport provided)

Tuesday, October 3rd

Early Registration & Tours Desk: 8:00 am - 5:00 pm

Pre-BEX Tour Activities: All Day

Workshops: Branding 9:00 am - 3:00 pm: Bret Love and Mary Gabbet (Park Suite - Brehon Hotel) | Travel Writing 9:00 am - 3:00 pm: Manchán Magan & Yvonne Gordon (Snooker Room - INEC)

Opening Night Party: Killarney Racecourse 7:00 pm (buses leave INEC 6:00 pm)

TBEX CONFERENCE DAYS

Wednesday, October 4th

Registration Desk: 7:00 am - 5:00 pm

8:00 am - 8:45 am: TBEX First Timers Session - Jan Petersen (Mangerton Suite)

9:00 am - 10:15 am: Welcome & Opening Keynote - Gary Arndt (INEC)

9:00 am - 5:15 pm: Sponsor Showcase (INEC Lobby)

10:15 am - 10:35 am: Coffee Break (INEC Lobby)

10:35 am - 11:25 am: Breakout Sessions

Visual Media (Photo) - INEC	Entrepreneur - Mangerton Suite	Social Media - Snooker Room	Strategy - Fiesk Restaurant	Tourism - O'D's Restaurant
Laurence Norah	Justin Carmack, Jarryd Salem, Gary Arndt, Mod: Chris Christensen	Callin O'Neill	Heather Cowper	Leslie Walker & Carol Cain
How to Make Money from Photography	Panel on Creative Earning Ideas	How to Create Engaging Instagram and Snapchat Stories	Lessons from my First Year as a Professional Blogger	Destination Marketing

11:45 am - 12:35 pm: Breakout Sessions

Visual Media (Photo) - INEC	Entrepreneur - Mangerton Suite	Social Media - Snooker Room	Strategy - Fiesk Restaurant	Tourism - O'D's Restaurant
Laurence Norah	Ralph Velasco	Cristina Barrios Reyes & Tim Anderson	Yaya & Lloyd Griffiths, Matthew Karsten, Ed Giansante, Mod: Michael Collins	Cillian Murphy & Bret Love
Photography Post Processing	How to Organize and Lead Your Own Tours for Profit Around the World	Brand Building with Social Media in 2017	Panel on Building Website Visitors	Sustainable Tourism

12:35 pm - 2:00 pm: Lunch in partnership with the Creative Ireland Programme (Ballroom)

2:00 pm - 2:50 pm: Breakout Sessions

Visual Media (Photo) - INEC	Entrepreneur - Mangerton Suite	Social Media - Snooker Room	Strategy - Fiesk Restaurant	Tourism - O'D's Restaurant
Jessica Elliott	Mickela Mallozzi	Nathan Sado & Sean Boyle	Michael Huxley	Joe Baur & Emma Sullivan
Drones and Drone Photography	Pursuing your Passion to Build your Business	Monetizing Social Media	Next Level Blogging: Professionalism and Personal Responsibility	Data and Travel Content

2:50 pm - 3:15 pm: Coffee Break (INEC Lobby upstairs)

3:15 pm - 5:15 pm: Speed Networking (INEC Lobby)

Evening Function - TBD (no transport provided)

Thursday, October 5th

Registration Desk: 8:30 am - 5:00 pm

9:15 am - 10:15 am: Opening Keynote - Ciaran Blumenfeld (INEC)

9:00 am - 5:15 pm: Sponsor Showcase (INEC Lobby)

10:15 am - 10:35 am: Coffee Break (INEC Lobby upstairs)

10:35 am - 11:25 am: Breakout Sessions

Visual Media (Video) - INEC	Marketing - Mangerton Suite	Writing - Snooker Room	Pitching - Fiesk Restaurant	Tourism - O'D's Restaurant
Scott Herder	Samantha Wei & Yelson Kim, Denisa Kostolanyiova	Max Hartshorne	Archana Singh, Victoria Yore & Terrence Drysdale	Veruska Anconitano
How to Shoot a Hyper-Lapse using your Smartphone	Creative Ways to Build your Affiliates	Travel Writing from Start to Finish	From Billboard to Brand - How to Successfully Pitch Brands	Brand a Destination Using the Power of Food and Drink

11:45 am - 12:35 pm: Breakout Sessions

Visual Media (Video) - INEC	Marketing - Mangerton Suite	Writing - Snooker Room	Pitching - Fiesk Restaurant	Tourism - O'D's Restaurant
Henry Arvidsson	Laura Lynch & Gemma Armit	Bill Fink	Kerwin McKenzie	Charles McCool & Jaume Marin
360 Makes Your Head Spin	How to Increase your Traffic Today with SEO	Three Keys to Writing a Better Travel Story	How to be Prepared when Pitching to an Airline	Reaching the Consumer - How Brands and Bloggers Work Together

12:35 pm - 2:00 pm: Lunch and Entertainment hosted by Tourism Northern Ireland (Ballroom)

2:00 pm - 2:50 pm: Breakout Sessions

Visual Media (Video) - INEC	Marketing - Mangerton Suite	Writing - Snooker Room	Pitching - Fiesk Restaurant	Tourism - O'D's Restaurant
Mike Shubic	Ernest White II	Tim Leffel	Lydia Yang	*****
Video Content Essentials	Scaling your Travel Blog Into a Multimedia Platform	Beyond Blogging: Extra Income (and Links) Writing for Other Publications	Blogger Vs Hotelier - How to create win-win partnerships with hotels in this digital age.	*****

2:50 pm - 3:15 pm: Coffee Break (INEC Lobby upstairs)

3:15 pm - 5:15 pm: Speed Networking (INEC Lobby)

5:30 pm - 6:30 pm: Closing Keynote Session - Mike O'Shea (INEC)

Closing Night Party: Wild Atlantic Way Wrap 7:00 pm Reidy's Bar (buses leave INEC 7:00 pm)

TBEX POST - CONFERENCE DAYS

Friday, October 6th

All Day: Post-BEX Tour Activities

All Day: Post-FAM Trips Leave

Saturday, October 7th

All Day: Post-BEX Tour Activities

#TBEXIreland #tbex