

~ TBEX North America 2018 Finger Lakes Wine Country, New York ~

TBEX PRE - CONFERENCE DAYS

Monday, September 10th

Early Registration Desk: 7:00 am - 3:00 pm (CMoG - Courtyard Lobby)

Pre-BEX Tour Activities: All Day (meet at CMoG)

Evening Function - Open/Free Night Exploring Corning 5:00 pm - 9:00 pm

Tuesday, September 11th

Early Registration Desk: 7:00 am - 5:00 pm (CMoG - Courtyard Lobby)

Pre-BEX Tour Activities: All Day (meet at CMoG)

Podcasting/SEO/Video Workshops: 9:00 am - 2:00 pm (CMoG - Stage Left, Stage Right & North Cafe)

Opening Night Party : 6:00 pm - 9:00 pm (Watkins Glen International) * meet at CMoG 4:45pm to catch bus

TBEX CONFERENCE DAYS

Wednesday, September 12th

Registration Desk: 7:00 am - 5:00 pm (CMoG - Courtyard Lobby)

8:00 am - 8:40 am: TBEX First Timers Session - Vicki Winters (@mybigfatmouth)/Kerwin McKenzie (@loyaltytravels) - North Cafe

8:45 am - 10:30 am: Welcome & Opening Keynote - Cory Lee / Curb Free with Cory Lee (@CoryLeeTweets) - Auditorium

9:00 am - 5:15 pm: Sponsor Showcase (Amphitheater Hot Shop)

10:30 am - 10:45 am: Coffee Break (Courtyard)

10:45 am - 11:35 am: Breakout Sessions (noted with B//A/All)

Media Stage Left Room	Entrepreneur North Cafe	Social Media Courtyard Stage	Strategy Stage Right Room	Tourism Marketing Education Lab
Mark Edward Harris (@MarkEdwardHarrisPhoto)	John Perri (@jperri) JohnTheWanderer	Caz Makepeace (@ytravelblog)	Denisa Kostolanyiova (@GetYYourGuide)	Michaela Guzy (@OhThePplYouMeet) and Jessica Hansen (@Kiva)
The Fine Art of Photography Techniques for Producing Better Images for Publication (I, A)	Using Miles and Points to Travel Independently (all)	How to Build a Loyal and Engaged Community with Your Email List (and why you SHOULD) (B, I)	How to Build Successful Affiliate Partnerships in the Online Travel Industry (B,I)	Sustainable Travel and Making a Positive Impact on the World (All)
A professional travel photographer for Vanity Fair, Conde Nast Traveler, and AFAR reveals techniques to create cohesive professional travel stories, using images that go far beyond "I was here" photographs.	An introduction to miles and points which any blogger can easily adopt to enhance your travel blog experiences. It can show you how your everyday spend can lead you to some amazing travel experiences.	In this session, you will learn strategies to grow your subscriber list, how to deliver the right message to the right people, and how you can make sure your emails are opened and acted upon.	Learn the most effective strategies of affiliate marketing while keeping focus on your passion -content creation. Detailed case studies will debunk common misconceptions about affiliate marketing and show keys to successful and profitable Affiliate Marketing	Attendees will learn from a TV media personality and a key executive at Kiva how to avoid tourism pitfalls, gain a deeper understanding of our personal impact, and move forward with a higher sustainable travel IQ.

11:45 am - 12:35 pm: Breakout Sessions (noted with B//A/All)

Media Stage Left Room	Entrepreneur North Cafe	Social Media Courtyard Stage	Strategy Stage Right Room	Tourism Marketing Education Lab
Anton Diaz (@ourawesomeplanet)	Alexandra Baackes (alexinwanderland), Angie Orth (angieaway), and Rachel Jones (hippie-inheels)	Lia Garcia (practicalwanderlust & slayingsocial)	Alyssa Ramos (@mylifesatravelmovie)	Michael Huxley (@bemusedbackpacker), Kulin Strimbu (@tripwriters), and Heather Johnson (@foodhussy)
Video First Blogging: Connecting with Gen Z and Beyond (B, I)	The Power of Outsourcing for the Business of Blogging (I, A)	How to Drive Traffic to Your Blog Through Pinterest (B, I)	Developing and Growing a Unique Blogger Brand (B)	Can We Talk About Rates? Influencer Payments, Marketing Dollars, and ROI (I, A)
Younger audiences demand a more visual, interactive, and authentic way to discover travel info. The session will take about what works now, best practice and practical tips on how to transition your travel media into a video first strategy.	Three successful solo bloggers will cover the why, how, and where of outsourcing tasks in order to grow your business and free up more time for high-value tasks.	Did you know that a Pinterest pin is 100 times more shareable than a Tweet? Or that viral content on Pinterest can send reliable traffic to your site for a year or more? Learn how to harness the power of Pinterest to explode your blog traffic.	These days it takes more than just traveling and having cool photos recognizable and distinguished as a travel media brand. Find out how to make yourself distinguished, and how you can profit from it once you do.	This panel will discuss what a fair rate is for both parties in a deal, how you can determine a price based on real ROI, and what kinds of rates make sense for pro bloggers and savvy brands/DMOs as this industry matures.

12:35 pm - 2:00 pm: Lunch (Courtyard)

2:00 pm - 2:50 pm: Breakout Sessions (noted with B//A/All)

Media Stage Left Room	Entrepreneur North Cafe	Social Media Courtyard Stage	Strategy Stage Right Room	Tourism Marketing Education Lab
Max Hartshorne (@gonomad) and Cara Parks (@roadsandkingdoms)	Sharon Gourlay (DigitalNomadWannabe.com)	Kerwin McKenzie (@loyaltytravels)	Carol Cain (mod), Kim Thompson (@corningmuseum), Heidi Siefkas (@heidisiefkas), Dennis Littley (@askchefdennis)	Will Seccombe (@troutline ConnectTravel.com)
What Is "Good Travel Writing" Anyway? The Editors Speak (B, I)	Advanced E-mail Marketing and Building Sales Funnels (A)	Marketing Yourself Through LinkedIn (I, A)	Tapping Into the Power of Tribes (B, I)	The Future of Destination Marketing (A)

Two online editors who have assigned hundreds of stories to freelance travel writers discuss what distinguishes quality travel writing and how you can pitch articles that they want to publish.	This deep dive into sales funnels covers everything you need to know for building automated success: from lead magnets to sales emails to a sales page.	This session will help you to create a better LinkedIn profile and teach you some of the advanced features available on the social network. It will also, show you how to get traffic to your blog and showcase your talents for interested brands.	In this moderated panel, two female influencers and Kimberly Thompson from The Corning Museum of Glass will unveil secrets to finding and communicating with your tribe, plus why tourism organizations are looking for this type of community and engagement.	The former CEO of Visit Florida and head of the Connect Travel Conference reveals the trends and technologies that will disrupt tourism marketing in the next 3-5 years.
2:50 pm - 3:15 pm: Coffee Break (Courtyard)				
3:15 pm - 5:15 pm: Speed Networking (Amphitheater Hot Shop)				
Evening Function - Open/Free Night Exploring Finger Lakes Wine Country				
Thursday, September 13th				
Registration Desk: 8:00 am - 3:30 pm (CMoG- Courtyard Lobby)				
FAM Trips Desk: 12:00 pm - 5:00 pm (CMoG - Courtyard Lobby)				
9:15 am - 10:45 am: Opening Keynote: Edoardo Valvo - Booking.com/ Dave and Deb - The PlanetD.com (@theplanetd) - Auditorium				
9:00 am - 5:15 pm: Sponsor Showcase (Amphitheater Hot Shop)				
10:45 am - 11:00 am: Coffee Break (Courtyard)				
11:00 am - 11:50 am: Breakout Sessions (noted with B//A/All)				
Media	Entrepreneur	Social Media	Strategy	Tourism Marketing
North Cafe	Stage Left Room	Courtyard Stage	Stage Right Room	Education Lab
Juliana Broste (@travelingjules)	Jessica Festa (@jessieonajourney)	Eden Rudin (@mysocialgarden)	Sean Lukasik (UrbanCorning) and Jim Cheney (@uncoveringPA)	Sherry Ott (@ottsworld) + Kae Lani Kennedy (@kaelanisays) + Nathalie Pilovetzky (@latitudeintl)
How to Rock Video Production as a One-Person Film Crew (B, I)	Starting Off Right: How to Build an Audience That Actually Reads Your Blog (B)	5 Things to Know About Facebook in Late 2018 (I, A)	Blogging on a Specific City or Region: Advantages and Opportunities (B, I)	Building Win-Win Partnerships Between Bloggers and Industry (I, A)
Learn how to survive and thrive as a one-person film crew. While filmmaking is often thought of as being a team sport, there are pros and cons to being a solo filmmaker. Join Jules for stories from the road detailing her work as a producer, shooter, writer, editor and host, all in one.	Want to build a tribe of followers, people who do more than click a like button? This sessions breaks down the stages of building a new (or newish) blog while avoiding the big mistakes.	Do you tend to treat your Facebook Page like the black sheep in your social media toolbox? Come away from this session with real-world, current, and easy to implement tactics that will get you loving your Facebook Page again and driving more eyeballs to your website.	What happens when you cover a region you can drive to instead of trying to cover the world? The audience building pluses and myriad opportunities for income that can come out of being a destination expert.	As the relationship between content creators and the organizations funding marketing programs matures, campaigns need to move more from "us vs. them" to "What are we trying to achieve together?" Learn what success looks like through specific campaign examples.
12:00 am - 12:50 pm: Breakout Sessions (noted with B//A/All)				
Media	Entrepreneur	Social Media	Strategy	Tourism Marketing
North Cafe	Stage Left Room	Courtyard Stage	Stage Right Room	Education Lab
Lance Longwell (traveladdicts.net @traveleraddicts)	Ted Rooke (@tedrooke SeventhPoint.com)	Dennis Littley (@askchefdennis)	Mickela Mallozzi (@travelbarefeet)	Andrea Zehnder (@TheFamBackpack & DoorCountyMom)
An Untapped Blogger Revenue Stream: Selling Your Photos (All)	What Media Buyers are Looking for When Developing & Implementing Influencer Marketing Campaigns (A)	How to Grow an Engaged Following on Twitter (B, I)	Being Your Own Publicist - The Power of PR For Your Blog & Brand (I, A)	What You Need to Know to Build an Amazing Brand Image Within Budget (All)
Learn highly specific and actionable steps that can lead to steady income from marketing and selling your photos--both both directly and indirectly. Additionally, the talk will cover protecting your copyrights and pursuing damages.	Learn what media buyers really are looking for when developing & implementing influencer marketing campaigns. A humorous and insightful journey through 5 years of creating influencer campaigns on behalf of travel related clients, this session will showcase some of the challenges media buyers have had to overcome in bringing these campaigns to fruition.	Used correctly, Twitter can be your most valuable social media channel for communication. Learn how to grow your following quickly and organically with the right tools and apps. Discover how to make your Twitter channel stand out to increase your engagement and connect with brands.	PR and recognition in the media is some of the strongest free advertising you can receive. It elevates you and your brand, opening up opportunities for growth, community building, and of course potential paid business opportunities. Learn how to pitch the media and leverage media coverage once you start getting it. The session will also cover the power of live media events and working with sponsors.	Developing great creative (logos, Pinterest pins, website design and more) helps to develop your brand and make your message relevant. Explore creative tools, resources, techniques, and best practices for developing your creative brand with an emphasis on low-cost or budget-neutral design concepts.
12:50 pm - 2:00 pm: Lunch (Courtyard)				
2:00 pm - 2:50 pm: Breakout Sessions (noted with B//A/All)				
Media	Entrepreneur	Social Media	Strategy	Tourism Marketing
North Cafe	Stage Left Room	Courtyard Stage	Stage Right Room	Education Lab
Gary Arndt (Everything-Everywhere), Caz Makepeace (Y Travel Blog), Dave Bouskill (The Planet D) & Tim Leffel, moderator	Becky Pokora (@sightdoing)	Ciaran Blumenfeld (Hashtracking & @ciaranblu)	Ernest White II (@flybrother)	Nathalie Pilovetzky (@latitudeintl)
What I Would Do If I Had to Start Fresh Today (B)	Is It Time to Rebrand Your Blog? (I, A)	Hashtag Paydirt: How to Choose the Right Tags for Discovery, Community Growth and More (B, I)	Beyond the Blog: Scaling Into a Multi-media Platform (B,I)	"Like, Share, Follow" - How Social Media & Independent Digital Publishing have Revolutionized Traditional Tourism PR (I, A)

<p>What if some of the world's most popular travel bloggers lost everything and had to start from scratch tomorrow? This panel will cover the steps they would take to ensure success all over again, starting at zero followers or readers.</p>	<p>Have you been thinking about rebranding your blog? Whether you want to completely change your focus or just change your brand name, there's a lot to consider. Learn what you need to do to set yourself up for success and what to avoid so you don't end up losing your audience and authority in the process.</p>	<p>Hashtags still matter a lot, but how they're used is changing. Learn current best practices, see how AI is using hashtags to help weed out the fakers and bots, and why it's critical for small business, organizations, and bloggers to use hashtags wisely across multiple platforms.</p>	<p>Your blog can serve as the foundation for a full-time career in travel media. With the right combination of tools, professional development, geographic arbitrage, and strong branding, you can grow your travel blog from a simple hobby into a multimedia business.</p>	<p>A veteran PR agency head who has served multiple large destination clients shares how to make the most of the changing media climate and the shift of power from traditional outlets to blogs, vlogs, online magazines, and social media.</p>
<p>2:50 pm - 3:15 pm: Coffee Break (Courtyard)</p>				
<p>3:15 pm - 5:15 pm: Speed Networking - Amphitheater Hot Shop</p>				
<p>5:30 pm - 6:30 pm: Closing Keynote Session - Ernest White (@flybrother), Mickela Mallozzi (@travelbarefeet), Oneika Raymond (@oneikatraveller) - Auditorium</p>				
<p>Closing Night Party: 6:30 pm The Corning Museum of Glass</p>				
<p>TBEX POST - CONFERENCE DAYS</p>				
<p>Friday, September 14th</p>				
<p>All Day: FAM Trips leave (meet at CMoG)</p>				
<p>#myFLXtbex #tbex</p>				