

Friday, July 15th 2016



9:00 am - 10:15 am - Welcome & Opening Keynote
Ian Cleary

10:15 am- 11:00 am- Refreshment Break-4th level Multi-Purpose Area 1

10:35 am- 11:25 am- Breakouts

Content	Commerce	Community	TBEX Business	TBEX Business
Congress Hall 2: Level 6	Congress Hall 3 Level 6	C1-C2: Conference Hall	C3: Conference Hall	C4 Conference Hall
How to Optimize Video Across Your Online Platforms	How to Monetize Your Blog with Print on Demand	TBEX for First Timers	Assess Content Needs Throughout the Consumer Sales Funnel	How to Rebrand Your City
Marko & Alex Ayling	Betsy & Peter Wuebker	Kerwin McKenzie	Kei Shibata	Ilanit Melchior

11:45 am - 12:35 pm - Breakouts

Content	Commerce	Community	TBEX Business	TBEX Business
Congress Hall 2: Level 6	Congress Hall 3 Level 6	C1-C2: Conference Hall	C3: Conference Hall	C4 Conference Hall
How to Improve Your Architectural Photography	Maximizing Your Affiliate Strategy Throughout the Buy Cycle	How to Improve Your Marketing Newsletter	How to Trend on Twitter	Managing Your Content Assets
Ajay Sood	Chris Christensen Orr Shakked	Matt Kepnes	Michael Collins	Kamil Mehmet Ozman

12:35 pm - 2:00 pm- Lunch-Auditorium 4th level Multi-Purpose Area 1

2:00 pm - 2:50 pm Breakouts

Content	Commerce	Community	TBEX Business	TBEX Business
Congress Hall 2: Level 6	Congress Hall 3 Level 6	C1-C2: Conference Hall	C3: Conference Hall	C4 Conference Hall
Improve Your Travel Photography by Working from a Shot List	Creating Your Own Blog Strategy	How To Build A Thriving and Real Community around your Blog & Brand	Conversations at TBEX: Engaging Content Creators with Love	Guiding Consumers Through the 5 Stages of Travel on Pinterest
Ralph Velasco	Murat Ozbilgi	Anton Diaz	Jaume Marin Gemma Suner	Nienke Krook

3:15 pm- 5:15 9m- Refreshment Break-4th level Multi-Purpose Area 1

3:15pm - 5:15pm - Speed Networking -Auditorium 4th level Multi-Purpose Area 1

6:30 pm-8:00 pm-Party at the Vasa Museum

8:15 pm-10:00 pm-After Party at ABBA the Museum

Saturday, July 16th 2016



**9:00 am - 10:15 am -Opening Keynote
Building Better Stories - Spud Hilton**

10:15 am- 11:00 am- Refreshment Break-4th level Multi-Purpose Area 1

10:35 am- 11:25 am- Breakouts

Content	Commerce	Community	TBEX Business	TBEX Business
Congress Hall 2:	Congress Hall 3	C1-C2:	C3: Conference	C4 Conference
Editorial Calendars: The Backbone of Your Content Machine	How to Profit from Producing Offspring	How to use Blab and FaceBook Live to Grow Your List	SEO For Travel & Tourism Brands	Does Your Brand's Content Inspire Travel Dreams?
Louise Bastock	Tim Leffel	Shawn Smith	Rick Kruize	Sara Meaney

11:40 am - 12:30 pm - Breakouts

Content	Commerce	Community	TBEX Business	TBEX Business
Congress Hall 2:	Congress Hall 3	C1-C2:	C3: Conference	C4 Conference
Writing an e-Book: From Content to Formatting to Publication	Affiliate Opportunities Beyond the Blog	Building a Community on YouTube	Branding Around Responsible Tourism	Understanding the Leisure Traveler: Reliable Data with Practical Relevance
Linda Aksomitis	Liyana Jamil	Michael Collins Leslie Graham	Jerry Engstrom Gabriel Dorch	Robert van der Been

12:30 pm - 2:00 pm- Lunch-Auditorium 4th level Multi-Purpose Area 1

2:00 pm - 2:50 pm Breakouts

Content	Commerce	Community	TBEX Business	TBEX Business
Congress Hall 2: Level 6	Congress Hall 3 Level 6	C1-C2: Conference Hall	C3: Conference Hall	C4 Conference Hall
You Want Publicity? Use G+ to Reach Millions	Clearing Out Blogging Clutter	Challenges and Opportunities of Nordic Blogging	So You Want to Work With Bloggers - Now What?	Hashtag Holidays
Shane Dallas	Larissa Milne	Inna-Pirjetta Lahti David Nikel	Katie Hammel	Ciaran Blumenfeld

3:15 pm- 5:15 9m- Refreshment Break-4th level Multi-Purpose Area 1

3:10pm - 5:10pm - Speed Networking -Auditorium 4th level Multi-Purpose Area 1

**5:30 pm - 6:45 pm - Keynote & Closing Session
Lola Akinmade Akerstrom**