

# WTM BLOGGERS' SPEED NETWORKING



# WHAT IS INFLUENCER SPEED NETWORKING?

- 100 influencers (bloggers, YouTubers etc)
- Selected and filtered by Traverse and Reed Exhibitions to ensure fresh and top quality attendees
- A wide variety of niches covered, not 'just' travel
- All relevant to travel & tourism industry
- Minimum of 50% new attendees for 2015
- Bloggers with a clear plan for 2017 activity

# WHY WORK WITH INFLUENCERS?

- Dedicated audience who trust the writer / content creator
- Authentic reviews and stories
- Reliable reporting on sales, leads, traffic
- Full project support, writing, photography etc
- 'Word of mouth' marketing
- Original content, photos, video etc

# EXAMPLE CASE STUDY

- Campaign by a popular 'meet and greet' airport service
- Working with one blog
- Campaign included one blog post and social coverage, repeated each year
- Tracked using unique discount code for the campaign
- 704 bookings in the first year
- 1960 bookings in the second year
- 2100 bookings in the third year
- Daily Mail sent five bookings from the same campaign

# BRINGING THE BEST INFLUENCERS

- Traverse work with top influencers from around the world
- Not just relying on 'big' numbers
- Influencers with a proven record of working with, and delivering for, brands

# CATEGORIES

- Solo and Adventure
- Food
- Fashion and Lifestyle
- Mature (40+) Travel
- Budget / Gap Year
- LGBT
- Family
- Couples
- Luxury
- Responsible
- Health & Accessible
- Visual (photography, video etc)

# DIGITAL INFLUENCERS BEYOND BLOGGING

Speed networking in 2016 will also focus on

- YouTube
- Snapchat
- Periscope
- Facebook Live
- Twitter
- Instagram

# AHEAD OF WTM

- List of attending influencers published online
- Handout on the day
- Promotion across WTM and Traverse social and marketing channels
- Opportunities for extended access ahead of and following the event



# TIPS FOR GETTING THE MOST FROM SPEED NETWORKING

- Research the bloggers in advance
- Have a clear goal as to why you want to work with influencers
- If you have a budget, be prepared to talk about it
- Be up front with bloggers on all things business
- If you have projects/campaigns in mind, bring notes and information

# GET THE MOST FROM SPEED NETWORKING

- WTM blogger speed networking is free to attend
- Enhanced opportunities available
- Speak to bloggers ahead of, and following WTM speed networking

## WHAT DO THE INFLUENCERS SAY?

“November/December is when I will start planning my trips, projects for 2017. Given the high level of competition to invite the right bloggers to a destination, lead time of 6 months is perfect ( just like with any publication) so especially for spring/summer 2017 campaigns- WTM London is perfect.” – *Kash Bhattacharya, Budget Traveller*

“I have built some amazing brand relationships thanks to the speed networking and created some content that myself and the brands I worked with as a direct result of this session are thrilled with” – *Sarah Christie, Extraordinary Chaos*

# CONTACT US

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