



April 15th, 2014: Today, Tomorrow in Social Travel

9:00 - 10:00

Opening Keynote

**The Future of Social**

*Nick Westergaard, Founder, Brand Driven Digital*

Ballroom, Ground  
Floor (P2-P3)

10:00 - 10:30

**Coffee Break**

Ballroom Foyer

10:30 - 12:40

**Everything is Mobile. How mobile, social and content are disrupting business  
and reinventing marketing and advertising**

*Simon Andrews, CEO, Addictive*

**The Art of Digital Storytelling**

*Katie Anne Harrison, Creative, Wieden+Kennedy*

**Ahead of the Curve: Acting Now on Future Trends**

*Panel: Nick Westergaard, Katie Anne Harrison, Simon Andrews*

*Moderator: Debbie Hindle, Managing Director, Four bgb*

Ballroom, Ground  
Floor (P2-P3)

12:40 - 14:15

**Lunch**

Hotel Restaurant,  
Ground Floor

14:15 - 15:15

**The Blogger / Industry Economic  
Relationship: How professional  
bloggers make a living.  
How industry benefits.**

*Catharina Fischer, GNTB*

*Keith Jenkins, Velvet Escape*

P4 – 1st Floor

14:15 - 16:30

**Navigating the Future**

*A Think Tank for the discussion and  
development of the blogger/industry  
business relationship.*

*Moderator: Alastair McKenzie*

*Travel journalist and online  
influencer. Founder of  
The Travel Coffee Break.*

P5 – 1st Floor

14:15 - 15:15

**Blogger Relations for Beginners**

*Lea Hajner, Founder,  
Escape Town*

*Nina Hüpen-Bestendonk,  
Founder, Smaracuja*

P6 – 1st Floor

15:30 - 16:30

**SEO in 2014: way beyond  
Spamming the SERPs.  
How to earn your Rankings.**

*Maximilian Muhr,  
Head of SEO, BILD*

15:30 - 16:30

**Blogger Relations for Pros**

*Angelika Schwaff, Founder,  
Reisefreunde*

*Yvonne Zagermann, Founder,  
Just Travelous*

16:30 - 17:30

Casual Networking

**Take a break, buy someone a drink and network before dinner**

**Leipzig Get Together & Dinner at the Spinnerei**

9:00 - 10:00 Keynote Address  
**Sun, Sea and Content Marketing:  
Producing the right content for travelers**  
*Fergus Parker, CEO, Axonn Media*

*Ballroom, Ground  
Floor (P2-P3)*

10:00 - 10:30  
**Coffee Break**

*Ballroom Foyer*

10:30 - 11:30

**From the computer to the stage:  
transforming a great blogger to a  
greater public speaker**

*Shane Dallas, The Travel Camel*

*P4 – 1st Floor*

10:30 - 11:30

**Innovative Concepts  
for Win-Win Results**

*Melvin Böcher, Founder, Traveldudes  
William Price, South Africa Tourism*

*P5 – 1st Floor*

10:30 - 11:30

**How to run successful Blogtrips**

*Yvonne Zagermann,  
Founder, Just Travelous  
Johannes Klaus, Founder,  
Reisedepeschen*

*P6 – 1st Floor*

11:40 - 12:40

**Upping Your Game: Better Research,  
Smarter Interviews, Increased  
Credibility**

*Mario Cacciottolo, Journalist and  
Founder of Someone Once Told Me*

11:40 - 12:40

**Working with Bloggers and  
Measuring Results**

*Jaume Marin, Costa Brava  
Nicholas Montemaggi,  
Emilia Romagna  
David Arcifa, MSC Cruises*

11:40 - 12:40

**How to use Google+**

*Angelika Schwauff, Founder,  
Reisefreunde  
Johannes Klaus, Founder,  
Reisedepeschen*

12:40 - 14:15  
**Lunch**

*Hotel Restaurant,  
Ground Floor*

14:15 - 15:15

**Putting Your Best Foot Forward  
with the Media**

*Debbie Hindle, Managing Director,  
Four bgb*

*P4 – 1st Floor*

14:15 - 15:15

**Campaign Execution – How to make  
a great concept successful and drive  
cross-channel performance**

*Catharina Fischer, GNTB  
Kash Bhattacharya, BudgetTraveller,  
Angelika Schwauff, Reisefreunde.*

*P5 – 1st Floor*

14:15 - 15:15

**How to use Instagram**

*Nina Hüpen-Bestendonk,  
Founder, Smaracuja  
Lea Hajner, Founder,  
Escape Town*

*P6 – 1st Floor*

15:30 - 16:00

**Report from “Navigating the Future”**

*Alastair McKenzie, Travel journalist and online influencer.*

*Ballroom, Ground  
Floor (P2-P3)*

16:00 - 17:00

**Closing Keynote**

**At the Intersection of Influence and Purpose**  
*Dan Noll & Audrey Scott, Uncornered Market*

*Ballroom, Ground  
Floor (P2-P3)*

17:30 - 22:00

**Culinary tour of Leipzig**