



PROFESSIONAL
TRAVEL BLOGGERS
ASSOCIATION



Blogger and Key Opinion Leader Forum

The Most Effective Influencer Marketing Strategies in Travel in 2017

September 13, 2017

Venue: Ballroom, Parisian
Macao SAR

14.00-15.00 The State of Influencer Marketing in 2017
Speaker: Matt Gibson, CEO - UpThink; Outbound President - Professional Bloggers Association (PTBA)

2017 has been a year of enormous change for influencer marketing. Disruptive events like the fall of Snapchat and the Fyre Festival controversy have left marketers wondering what they should do. This talk will provide an overview of the opportunities, dangers and best ways to approach influencer marketing in 2017.

15.00-16.00 The Influencer Advantage: Strategies That Will Put You Ahead of The Competition
Moderator: Matt Gibson
Panelists: Nora Dunn, Virginia Chan, Nam Cheah, Linda Bibb

Marketing publications are filled with statistics about the advantages of influencer marketing, but rarely provide advice you can use. In this panel, influencers will show you how the most successful campaigns they've been in worked so you can replicate their success.