

PATA Travel Mart 2019
Content Marketing Forum: Success Stories and the Evolution of Content Creation
September 18, 2019
14.00-1600
Congress Hall, KORME Exhibition Center
Nur-Sultan (Astana), Kazakhstan

Overview:

Every year new tools and platforms for creating and distributing content are emerging, evolving, and expanding. With each new development, innovative creators -- from bloggers to vloggers to podcasters -- are devising new and creative ways grow their audiences and promote products to them. This panel of expert creators spanning the new media spectrum will discuss the lessons they learned on their journeys to success and how the upcoming trends of today are creating the opportunities of tomorrow.

- 14.00-14.10 Forum Introduction**
- Matt Gibson, CEO, UpThink
- 14.10-14.20 Presentation: The Digital Future of Travel Publishing**
- John Williams, Vice President, Advertising Sales - Singapore, South & South East Asia, BBC Global News Limited
- 14.20-14.30 Presentation: Travel Blogging**
- Dr. Paul Johnson, Founder, A Luxury Travel Blog
- 14.30-14.40 Presentation: Influencer Marketing in Travel**
- Janicke Hansen, President, Professional Travel Bloggers Association (PTBA)
- 14.40-14.50 Presentation: Building One of Kazakhstan's First Digital Communities**
- Zaire Rozmat, CEO, The Steppe
- 14.50-15.00 Presentation: Podcasting in Travel**
- Evo Terra, Podcast Strategist, Simpler Media Productions
- 15.00-15.05 Panel Discussion Introduction**
- Matt Gibson, CEO, UpThink
- 15.05-15.40 Panel Discussion: The Future of Content Marketing**
- Moderator:**
- Matt Gibson, CEO, UpThink
- Speakers:**
- Janicke Hansen, President, Professional Travel Bloggers Association (PTBA)
 - Dr. Paul Johnson, Founder, A Luxury Travel Blog
 - Evo Terra, Podcast Strategist, Simpler Media Productions
 - Zaire Rozmat, CEO, The Steppe
 - John Williams, Vice President, Advertising Sales - Singapore, South & South East Asia, BBC Global News Limited
- 15.40-1600 Audience Q&A**
- 16.00 ENDS**