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 podcaster -- are devising new and creative ways to 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
- Zaure Rozmat, CEO, The Steppe

14.50-15.00 Presentation: Podcasting in Travel
- Evo Terra, Podcast Strategist, Simpler Media Productions

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
- Zaure 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