

MEET THE BLOGGER PROGRAM

saturday october 4 2014

- 09:00 Walk in, registration and enjoy breakfast sponsored by Alpro
Say cheese, at the IXXI wall • *hoofdingang links / tuinzaal*
- 10:00 Meet The Blogger kick off by local host Nancy Berendsen @NancyBerendsen • *tuinzaal*
- 10:10 - 11:20 Keynote by Daniel Costa [France] Inhouse Designer Trend Union/Lidewij Edelkoort
@TrendTablet Gathering - from domestic craft to contemporary process • *tuinzaal*
- 11:20 - 11:25 Introduction Break out time and lunch • *tuinzaal*
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- 11:30 - 14:30 • Break out time Attend/visit one or more from the following: Pop up Market, Blogger Showcase Podium, Simply Slow Refreshments, Speeddates with Brands, Break Out Sessions with the Bloggers from Bloggerstour
- 11:30 - 17:00 • Pop up Market with 15 indie brands • *kerkzaal*
The NEW Meet the Blogger Pop-Up Market offers a variety of indie brands/concept stores. They will showcase their products and services in an inspiring market ambiance and you will be able to buy products as well!
- 11:30 - 17:00 • Blogger Showcase Podium • *podium kerkzaal*
15 blogs in the spotlight!
- 11:30 - 14:15 • Simply Slow Refreshments with Simply Slow theme Water & Soap * @simplyslownl
SESSIONS AT: 11:30 - 12:15 • 12:30 - 13:15 • 13:30 - 14:15 • *vide kerkzaal (upstairs)*
Simply Slow is a growing community organizing small gatherings about authentic crafts and pure food. This session will offer you SIMPLE & SLOW REFRESHMENTS. Come be curious, get in touch and leave delighted!
- 13:00 - 14:15 • Speeddates with Brands • *lobby 3*
Have you reached a certain point with your blog and are you interested to start to work with brands in the near future? Our sponsors Flexa @FlexaNL, Brabantia @BrabantiaLife, Alpro @Alpro and vtwomen @vtwomen want to meet you. Interested to work with one of these brands? This is your chance to meet the people behind the brands and pitch your ideas.
- 11:30 - 14:15 • Break Out Sessions with the Bloggers from Bloggerstour *
SESSIONS AT: 11:30 - 12:15 • 12:30 - 13:15 • 13:30 - 14:15
• *kloosterzaal (max. 30)*
- 11:30 - 12:15 Desiree Groenendal, Vosgesparis @vosgesparis Online appliances
- 12:30 - 13:15 Elena Gardin @vidabarceloni & Igor Josifovic @IgorJosif
Green trends and the rise of Urban Jungle Bloggers
- 13:30 - 14:15 Susanna Vento @pikkuvarpunen & Linda Elmin @hviit Styling tips

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• *ToDine (max. 30)*

- 11:30 - 12:15 Gerard McGuickin @WalnutGrey
Forget trends and fads. Good design enhances quality of life
- 12:30 - 13:15 Allan Torp @Bungalow5dk Your responsibility as a Blogger
- 13:30 - 14:15 Anna Gustafsson @LaMaison_dAnnaG From Blog to Webshop

*Sessions marked with an *asterisk have limited seats available: max. 30 seats per session per location. Please be on-time!

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- 12:30 - 14:00 Lunch • *kerkzaal*
- 14.30-15.15 An interactive Q+A Session about inspiration, small gatherings and the creative process of Kinfolk by Katie Searle-Williams [USA] co-Founder Kinfolk @kinfolkmag • *tuinzaal*
- 15.15-15.45 Coffee Break • *kerkzaal*
- 15.45-16.00 Flexa Colour Futures 2015 • *tuinzaal*
- 16.00-16.45 Blogging 3.0 The future of Blogging by Kirsten Jassies [Netherlands] from JustK @kirst_enj • *tuinzaal*
- 16.45-17.00 Launch 1st vtwonon & Meet the Blogger Blogazine 2014 by Carlein Kieboom [Netherlands] @CarleinKieboom, editor in chief vtwonon • *tuinzaal*
- 17.00-17.15 Award Ceremony vtwonon @vtwonon Meet the Blogger Award 2014 • *tuinzaal*
- 17.15-17.30 Wrap-up & lottery and winners photo contest Alpro & Hotel Arena • *tuinzaal*
- 17.30-18.30 End of Meet the Blogger 2014: Group photo, goodiebags and drinks!

PICK A QUOTE & EXCHANGE IT FOR YOUR OWN BUSINESS CARD!

Bloggers are versatile people: They have to **be creative, stylish, social...** Take one of the characteristics from our **business card board** and exchange it for your own business card.

Meet the Blogger 2014 would not have been possible without the support of our amazing sponsors.
@Alpro • @BrabantiaLife • @FlexaNL • @vtwonon • @HotelArena • #East57Amsterdam