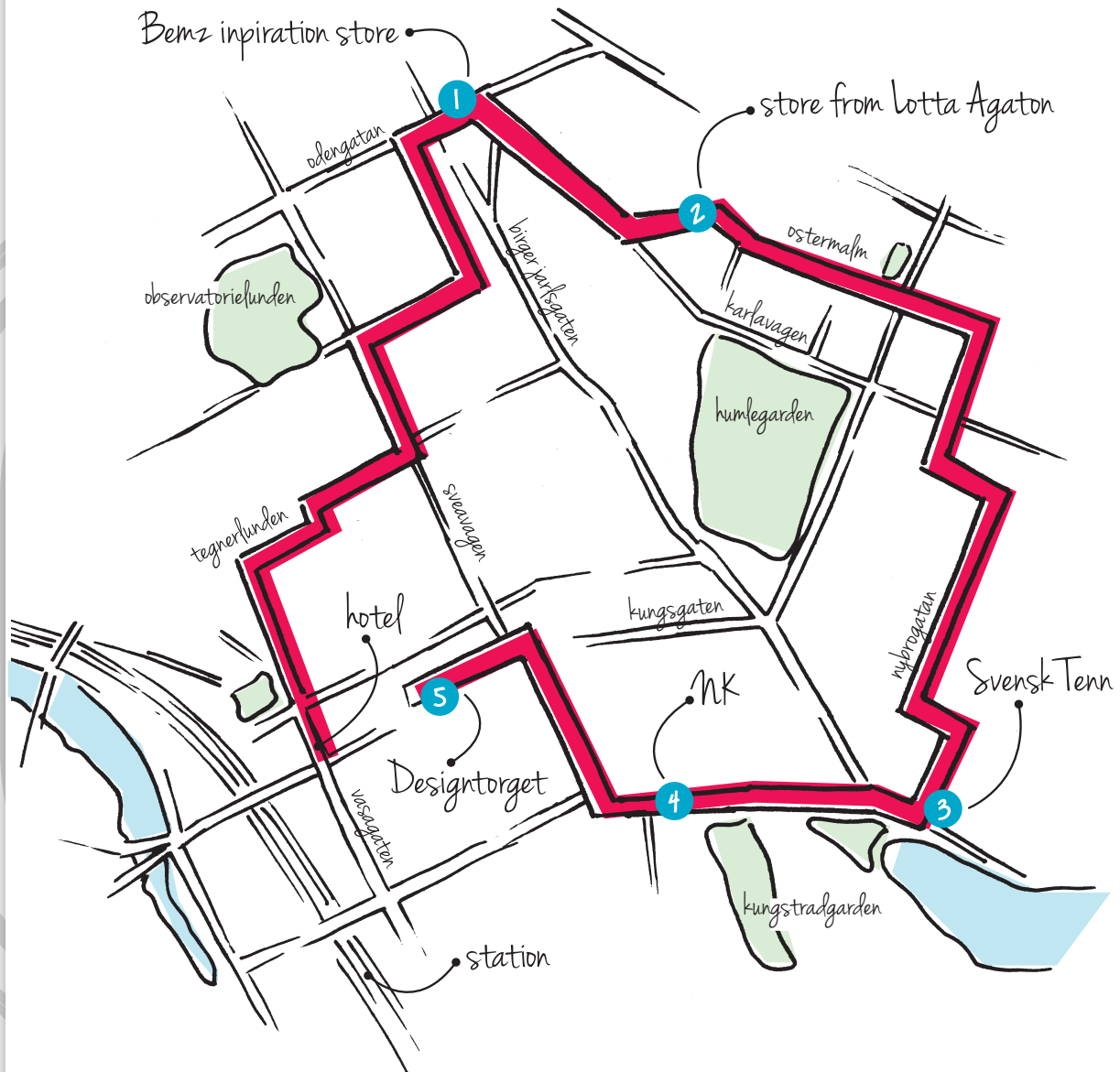


MEET THE BLOGGER PROGRAM

- 09.30 – 10.00am **Registration**
Collect your Moo Business cards here too if you have ordered them in advance
- 10.00 – 10.10am **Meet The Blogger kick off**
- 10.10 – 10.40am **Keynote Will Taylor @Will_UK**
from the inspiring UK Blog Bright Bazaar
- 10.40 – 11.30am **The Creative Process**
Thea and Toni Neubauer – Sisters & Editors of 'Sister Mag' @sister_mag
- 11.30 – 13.00 **Lunch**
- 13.00 – 13.45 **Heart Home Magazine**
From blog to business: the story by the editors of Heart Home Magazine
- 13.45 – 14.30 **Workshop Round 1**
- 1. SEO, BlogStats and Growing your blog brand to the next level as a brand [Conference Room 5-6](#)
- 2. Using photography and styling to build your blog [Conference room 7](#)
- 3. Inspiration, Pinterest & Visual Storytelling [Conference room 9](#)
- 14.30 – 15.30 **Coffee Break**
Phew! Time for a quick coffee break and a chance to network
- 15.30 – 17.15 **Workshop round 2**
- 1. SEO, BlogStats and Growing your blog brand to the next level as a brand [Conference Room 5-6](#)
- 2. Using photography and styling to build your blog [Conference room 7](#)
- 3. Inspiration, Pinterest & Visual Storytelling [Conference room 9](#)
- 16.15 – 16.30 **Wrap up**
- 16.30 – 17.30 **Bubbles & Bites**
sponsored by Scandic Grand Central
- 17.30 **End Meet the Blogger Conference Day 1**
- 19.00 **Bloggers Dinner in Stockholm**
(optional, not included in the ticket price)

STOCKHOLM CITY TOUR PLAN



13:00 We meet at the [hotel lobby](#) and start walking after you have collected your goodie bag and free ticket for Stockholm Design Week.

We start the walk in the beautiful city centre and pass by Tegnérunden, a park that is at the border of city districts Normalm and Vasastaden. We walk pass the Stringberg Museum, Observatorielunden and Handelshögskolan, The School of Economics. We will continue along the cozy streets to Odenkatan 22 where we visit [Bemz Inspiration Store](#).

1 Bemz inspiration store

[Bemz](#) is a Swedish brand who designs, produces and sells custom covers to fit the most popular models of IKEA sofas and chairs. We will meet the founder of Bemz, [Leslie](#), and talk about coming trends in home textiles. Bemz people are bloggers, too!

STOCKHOLM CITY TOUR PLAN

2 store from Lotta Agaton

We will continue to meet [Lotta Agaton](#) in her famous store at Rådmanngatan 7. Lotta is a popular interior stylist and, of course, a blogger. We will visit her store for some [Scandinavian design inspiration](#).

After visiting Lottas store, we will continue walking through some of the most beautiful streets in Stockholm. We are in the fabulous city area called [Östermalm](#), and surrounded by the most luxurious (and pricey) town houses in Sweden. We will slow it down a bit in this neighbourhood, [and grab some coffee on the go](#).

3 Svensk Tenn

We will visit one of the most legendary brands in Swedish design history; [Svensk Tenn](#). The company originates from 1924 and is basically a legend in Sweden and also represents Swedish textile design at it's best outside Sweden too. Many of you might recognize prints from Estric Ericsson and Josef Frank? We will meet the people behind the brand and receive a press tour. The shop closes at 16 so it is exclusively open for us!

We walk pass the Berzelii park, Berns night club and hotel, and the beautiful Kungsträdgården (The Kings Garden) where hip Stockholmers love to meet up after work during the summer evenings. During the winter you might see children ice skating in the park.

4 NK

After all the colorful deliciousness at Svenskt Tenn we will make a stop at [NK](#). This is the finest store in Stockholm and I want to include a stop here so that our visitors can go shopping or just to see how it looks inside. The store is beautiful and carries all the international and local designers. The perfume department is really cool, they have "the wall", where they have stocked products that are not sold in anywhere else in Europe. [Great place for people watching too!](#)

5 Designtorget

We will round up our tour at [Designtorget](#). This cool store chain represent products from small independent designers, often sold first here before anywhere else. A lot of funky stuff for the home and great gift ideas! They will close the store at 17 and [let us come in for champagne, snacks and a presentation of some of the designers](#). You will also be able to shop here.

17.00-17.30 End of the City Design Tour/End of [Meet the Blogger Stockholm](#).