

# Go»Traveling *Live*

**Talks and  
entertainment  
program**



## Saturday 8th September

## Chow - Speed dating and entertainment

**Moderator:** Sara Maria Franch-Mærkedahl

12.30 - 13.00	Registration
13.00 - 13.10	Welcome and opening
13.10 - 15.00	Speed dating B2I
15.00 - 18.00	Mingle and networking or get inspired by the different talks in Metropol

### Session 2: 15.30 - 16.00

**Hotels.com** - The life of an influencer - Mini workshop / presentation on how you as an "influencer" create Instagram content for brands. Claire Menary is a lifestyle photographer specializing in travel, food&drink, interior and events. Earlier this year, Claire did an Instagram takeover for Hotels.com in Barcelona where the content was very on brand and more importantly very authentic to Claire's own style and personality. Claire will be talking about her experience on how she as a blogger and influencer create content for brands, like Hotels.com, and how to find the balance between her own style and the company guidelines and wishes.

### Session 4: 16.30 - 17.00

**Uffe Holm** (Top Danish Influencer) - How to make videos that gives you a lot of views.

### Session 5: 17.00 - 17.30

**How to stand out from the crowd:** Robert Jahns **@Nois7** is one of the world's leading modern Digital Artist, Photographer and Art Director, noted as one of the world's 50 Best Instagram photographers to follow. His captivating work and unique approach to photo manipulation deliver unexpected moments that marry people, nature and movement in ways that seem alive, yet surreal, all at once. Robert works on a global scale and collaborates with other well-known Instagrammers, photographers from all over the world. He became a finalist in the category Instagrammer of the Year by Shorty Awards and got rank 13 in the international "Top 100 Photographers on the web 2016" and rank 1 in Germany. In the category "Art" he made it to rank 1 worldwide.

18.00 - 18.15	Israel - TBA Israel surprise contest
18.15 - 19.00	GT LIVE influencer contest - The best influencer photo, The best influencer video and The best influencer story.
19.00	See you at our next event

## Metropol - Meeting room for talks

**Moderator:** Heidi Frederikke Sigdal

### Session 1: 15.00 - 15.30

**Esme Emma Sutcu**, Founder and CEO of Momster - a platform for micro bloggers - Traditionally influencers are expected to have many followers. BUT MICRO influencing is the newest trend. Here, it is not about having many followers but having the right ones. So how can these micro influencers benefit your brand? Esme will explain how you can work with them and get most of them with smaller budgets. Esme Emma Sutcu is 38 years old and lives in Frederiksberg. She is a journalist and has worked for the TV 2 news as a reporter. Besides that, she has been radio director of Jysk Fynske Media, and she has a TV program on Dk4. In parallel, she has established the blog network Momster in 2017, focusing on the market's latest trend, micro influents.

### Session 3: 16.00 - 16.30

**Does size matter?** One campaign, 4 influencers, with a following ranging from 50K to 25 million. Hear Inga talk about how to put together the right influencer portfolio for your brand and how to determine the success criteria.

**Inga Rós Antoníusdóttir** Social Media Director and independent consultant. Inga is an award winning marketing professional with a passion for people, marketing and social media! She has worked with brands such as National Geographic, Expedia, Space Nation and the Nepali government on rebuilding tourism in Nepal.

### Session 6: 17.30 - 18.00

**Taking the perfect mobile picture with @wisslaren & @felecool**

**@Wisslaren** - Christoffer Collin is a self-taught travel, landscape, and lifestyle photographer from Sweden. He started out on Instagram in early 2012, posting photos he'd taken with his smartphone just for fun. It didn't take long before he'd gained a following of a couple thousand people, and with that his interest in photography just grew bigger and bigger. Five years later, Christoffer has over one million Instagram followers and makes his living traveling the world and taking photos.

**@FeleCool** - Fedja Salihbasic is a travel and lifestyle photographer. He started out on Instagram in 2010 and for the past years @Felecool has attracted large follower bases on both Instagram and Facebook. He shares his passion with so many people, that he is now among the 1% most influential instagrammers in the world out of 800 million users and he features on the list of the most followed Danish Instagram users.