



FOR IMMEDIATE RELEASE

## WOMEN IN TRAVEL SUMMIT '18 SPEAKER APPLICATION NOW OPEN

*The fifth year of the popular travel influencer conference is welcoming speaker applications for “media”, “entrepreneurship”, and “trending in travel” tracks*

QUÉBEC CITY, June 13, 2017 – At the [Women in Travel Summit '17](#) in Milwaukee, Wisconsin, speakers covered a diverse range of topics from maximizing your influence and optimizing engagement through mobile to what you need to know about the rising Generation Z audience. We began and ended the weekend with two incredible keynote speakers — Oneika Raymond and Danica Kombol — who filled the room with energy, inspiration, and introspective conversations. This year, we are excited to invite dynamic and ambitious speakers to [apply to present at WITS '18](#) in [Québec City!](#)

### WHAT MAKES A STAND-OUT APPLICATION?

At WITS '18, we are expecting 500 enthusiastic women travel creators, influencers, and industry professionals who are eager to learn from the expertise of our speakers. Keep the [Wanderful](#) and [WITS](#) community in mind when crafting your proposal, and propose sessions that leave attendees with motivation, new knowledge, and actionable insights. **Include at least 3 key lessons attendees can expect to learn after your session.** You are welcome to submit more than one application if you have different ideas.

You can find each of our track descriptions along with examples below. We encourage you to think about your proposal not just as a session, but as an opportunity to educate, inspire, and empower the WITS community. Think outside the box and let your creativity and innovative ideas shine through!

We hope you are interested in being a part of WITS, and we sincerely look forward to reading your application!

### WHAT ARE THE DIFFERENT TRACKS?

Regular sessions will be 45-minutes long with 15 minutes for Q&A. Sessions may take the format of a presentation, panel discussion, fireside chat, or roundtable conversation. If you are pitching a panel, please indicate who the other panelists will be or if you are unsure, mention that you are seeking recommendations on panelists from the WITS team. You must include all panelist contact information.

Workshops will be an hour and a half and require hands-on activities with an interactive structure, although the session may begin with a presentation overview of the information. Note that there will be a limited number of workshops offered.

All topics should be geared toward **intermediate to advanced bloggers**, unless you are applying to speak at Blogger 101 Day.





**MEDIA:** For the woman who wants to take her content creation to the next level and the brand that wants to work with online writers. This track features running your blog as a business, the tech side of blogging, and advice on how to work with brands and CVBs. Topic examples include:

- Emerging social platforms, or new ways to use/optimize existing platforms
- Using livestreaming, Snapchat, and Podcasts
- The “tech” side of blogging: Plugins, analytics, HTML, SEO, platforms, etc.
- Taxes and legal insight for bloggers
- Effective analytics reporting to sponsors and partners

**ENTREPRENEURSHIP:** For the empire-builder and go-getter who wants the freedom to work independently from anywhere in the world. This track features business strategies, marketing tips, and workshops on building a location independent lifestyle. Topic examples include:

- Working remotely strategies for success
- Women in tech
- Starting an online business (not necessarily a blog)
- E-book how-to
- Email marketing
- Powerful women entrepreneurs

**TRENDING IN TRAVEL:** For the travel professional who is seeking to gear her blog or business to more closely align with the greater travel industry and be at the forefront of change. This track features different and emerging areas of travel and their impact on travel content creators from leaders in the travel industry. Topic examples include:

- Issues in women’s travel
- Voluntourism: Ethics and practicalities
- Women leaders in the travel industry
- Data-driven travel trends

#### **WHAT HAVE PAST SPEAKERS SAID?**

*“So many aspects of WITS were top-notch, but for me what stands out the most was the something-for-everyone mix of beginner to more advanced content, the session timing, the well-edited selection of sponsors, the one-on-one mentoring sessions (which were both fun and offered an opportunity for us to make a little extra cash), and the many opportunities for networking or trying something unusual off-site. I also really appreciated that you made those of us speakers who aren’t super high-profile feel as welcome and important as the marquee names. Keep doing what you’re doing, because it’s AWESOME.” -Robin Catalano, WITS ‘17 speaker*





*"As far as speaking engagements go, this was one of the most organized conferences I've spoken at! The WITS team is on their A game for collecting info and prompting us to make sure we get our materials in and are on top of what we need. I've never been this ready!" -Jana Seitzer, WITS '17 speaker*

*"Speaking at WITS left me feeling incredibly honored to be part of such an important conversation around purpose driven travel, and part of such an adventurous, compassionate community of empowered and introspective women. The women who speak and attend have important, amplified voices to share important insight with their networks on how to make the world a better place and how to make travel better, safer, and more meaningful for all involved. The other panelists and speakers were incredibly inspiring and we all started fascinating and deep conversations that will continue well into the future. Well done WITS!!! I loved every minute!" -Jessica Hansen, WITS '17 speaker*

*"I was so blown away at the attention to detail, the streamlined processes, the support, the organization, the layout, the aesthetic beauty, the thoughtful and amazing events sprinkled in throughout, the amazing speakers and epic content, I could go on and on and on and on and on. You guys SLAYED it! I can only imagine what kind of work an event of this magnitude must entail and you ladies made it look flawless!" -Morgan Field, WITS '17 speaker*

**Applications will be accepted on a rolling basis until October 13, 2017. To apply, please fill out our [Speaker Application](#).**

We look forward to receiving your application!

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*Wanderful is an international membership community of independent, adventurous, globally minded women who travel. With a network of over 15,000 people worldwide, Wanderful connects women travelers together by empowering them with the tools they need to go abroad and facilitating a trusted network that can help guide them in their journeys. This happens through annual events like the Women in Travel Summit; monthly gatherings in 22 cities around the world; a robust membership network for women to meet in person, facilitate homestays and share tips on the road; and a carefully curated selection of online content. To learn more about Wanderful or to become a member, visit [www.sheswanderful.com](http://www.sheswanderful.com).*

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