



FOR IMMEDIATE RELEASE

## **Wanderful Announces Two New Session Tracks at Women in Travel Summit 2018 Sponsored by Everywhere Agency and Blogalicious**

*New Industry Insights by Everywhere Agency and The ME Experience by Blogalicious join existing Trending in Travel, Media, and Entrepreneurship session tracks*

QUÉBEC CITY, April 12, 2018 – Wanderful has added two new exciting session tracks to the Women in Travel Summit programming line-up, each in an effort to appeal to new and existing audiences and provide even more value to the highly-successful travel blogging and industry conference.

Industry Insights, a new session track sponsored by a pioneer agency in influencer marketing, [Everywhere Agency](#), provides a deep dive into the current state of the travel and tourism industry, with a particular emphasis on how influencer marketing can combat a lack of much-needed diversity. Appealing to industry members, brands and sponsors, and influencers looking to form deeper partnerships, this track will run alongside standard programming on Saturday, May 5 and includes three sessions:

- [Moving Beyond Tired Clichés: Ethical, Diverse, and Responsible Marketing for Your Business, Justine Abigail Yu](#)
- [PANEL: The ROI of Influencer Marketing, Kelly Dye, Jessica Woodbury, Nina Zadeh](#)
- [The Importance of Tapping Into Diverse Markets Utilizing Social Media & Travel Influencers, Rachel Hill](#)

On Sunday, May 6, Blogalicious, the team behind the successful Be Blogalicious! Conference, is bringing their popular [Media and Entrepreneur Experience \(ME Experience\)](#) to WITS! The ME Experience is a multi-city tour with immersive one-day workshops and sessions geared towards influencers and businesses who are prepared for holistic business and interpersonal growth, and we're thrilled to offer this program to WITS attendees. The ME Experience, part of the standard WITS programming, includes three sessions:

- [Navigating the Pricing and Pay Gap for Multicultural Influencers \(and How Mainstream Influencers Can Help\), Stacey Ferguson](#)
- [Optimal Networking Circle: Diversity Leads to Success, Karen Maria Alston](#)
- [How to Use Cultural Diversity to Leverage Your Business Relationships and Grow Your Brand, Monique Melton](#)

The announcement of these new session tracks comes just one week after [Wanderful announced the closing keynote panel, #MeToo, #TimesUp, What's Next? How Travel Influencers Can Lead the Global Sexual Harassment & Assault Conversation](#). This powerful conversation is being led by [Oneika Raymond](#), [Hannah Logan](#), [Justine Abigail Yu](#), and moderated by [Ariel Goldberg](#).





For information on sponsoring the event, please [click here](#). Tickets to WITS '18 are almost sold out, and can be purchased at [www.witsummit.com](http://www.witsummit.com).

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*Wanderful is an international homesharing network and global community of independent, adventurous women who travel. 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. To learn more about Wanderful or to become a member, visit [www.sheswanderful.com](http://www.sheswanderful.com).*

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