



# TRAINING EVENT: Gold Coast

*13-14 September 2013*

## Thank you

Thank you for purchasing a ticket to ProBlogger Training Event 2013. We have some amazing speakers, great networking opportunities and fantastic opportunities from sponsors which will make the event one to remember!

This year we kept the 2 day format, and expanded our line up to include three streams. Many sessions are running concurrently, so be sure to read the session details to see which session suits you best. Please note the schedule is subject to change and when each room reaches capacity entry will be restricted.

There are a number of hashtags available for the ProBlogger Training event. The main one is, of course, **#PBEVENT**. Each room and session will have another own in addition to this – keep an eye on the speaker's slides for the details.

This year also marks the debut of our Lounge Sessions. These sessions are designed to be more casual and interactive than the other sessions that will be running. Speakers will come prepared to talk for a few minutes on the chosen topic but the main focus of the sessions will be for those attending to ask questions, share stories and help to explore the topic.

We look forward to seeing you there!

Cheers,

Darren and the ProBlogger Event Team.

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# Venue & travel information

## *QT Gold Coast*

PBEvent 2013 will be held at QT Gold Coast across the Pipeline Room (ground floor), Sunset Rooms 1 & 2 and the Sunset Lounge (level 1). There will be signs and ushers helping you find your destination.

For breaks, we will move into the ballroom foyer area. Our registration desk will be in this area and there will be someone present at all times if you require assistance. You'll also have the chance to meet the wonderful sponsors who have helped to bring this event together!

There will also be bathrooms in the foyer, and upstairs between the Sunset Room & Sunset Lounge.

Wi-Fi access will be available to all attendees, and the password will also be valid for anyone staying in a room at QT Hotel. The password is **BLOG123**

## *Breakfast*

Additional full buffet breakfast is charged at a **discounted rate** of \$25.00 per person per day (normally \$32 per person). The networking breakfast will be on day one only, so make sure you consider breakfast for day two!

If you'd prefer a lighter option, drop by [Fixx Cafe](#) in the foyer of QT.

## *Porterage & Room Drops*

Porterage & room drops are available from \$6.00 per person per drop, if you require anything dropped back to your room (provided you are staying at QT!). This is a service provided directly by QT and will be charged to your room.

## *Parking*

Secure, undercover parking is available to attendees at \$8.00 per 24 hours, subject to availability. To receive this special rate, please ensure you advise the QT staff that you are with the ProBlogger Event, otherwise you will be charged their standard daily rate.

## *Getting to and from the airport*

[Con-x-ion Airport Transfers](#) are happy to offer all ProBlogger Training Event attendees a 10% discount on your airport transfers. Please book them in advance using [this link](#) to receive your discount.

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# Day One

## Outline & Schedule

Registration and our light networking breakfast open at 7.30am (there's also the [Fixx Cafe](#) in the foyer of QT if you'd like to purchase something extra). When you arrive we'll check your name off our list, and you'll be given a lanyard which doubles as your schedule summary.

Darren's opening keynote will start at **8.30am sharp** in the Pipeline Room.

7.30AM – 8.30AM REGISTRATION & NETWORKING BREAKFAST			
8.30AM – 9.40AM	<b>Opening Keynote</b> Darren Rowse + Guests		
9.45AM – 10.40AM	<b>Facebook Marketing Success</b> Amy Porterfield	<b>Blogging For Beginners</b> Pip Lincolne	<b>Launch Your Freelance Writing Career</b> Valerie Khoo and Kelly Exeter
MORNING TEA BREAK			
11.15AM – 12.10PM	<b>Designing Your Blog</b> Justine Bloome	<b>Blogging &amp; Social Media for Product-Based Business</b> Jess Van Den	<b>Monetisation. Where to Start?</b> Tsh Oxenreider & Darren Rowse
12.15PM – 1.10PM	<b>The Step Change</b> Christina Butcher, Caz Makepeace and Andrea Zanetich	<b>Facing The Truth</b> Ed Dale	<b>Blogging &amp; Creativity</b> Pip Lincolne and Jess Van Den
LUNCH BREAK			
2.15PM – 3.10PM	<b>Create Your First Ebook</b> Nicole Avery with Yishan Chan, Brooke McAlary and Paul Cunningham	<b>The Fortune Cookie Principle</b> Bernadette Jiwa	<b>Launch Your Speaking Career</b> Yvonne Adele & Trevor Young
3.15PM – 4.10PM	<b>Reinventing Yourself</b> Tsh Oxenreider	<b>Selling Stuff</b> Shayne Tilley	<b>Blogging for Community</b> Joy Toose, Emma Stirling & Renee Bugg
AFTERNOON TEA BREAK			
4.45PM – 5.30PM	<b>How To Do What You Want</b> Clare Bowditch		

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## Evening networking event

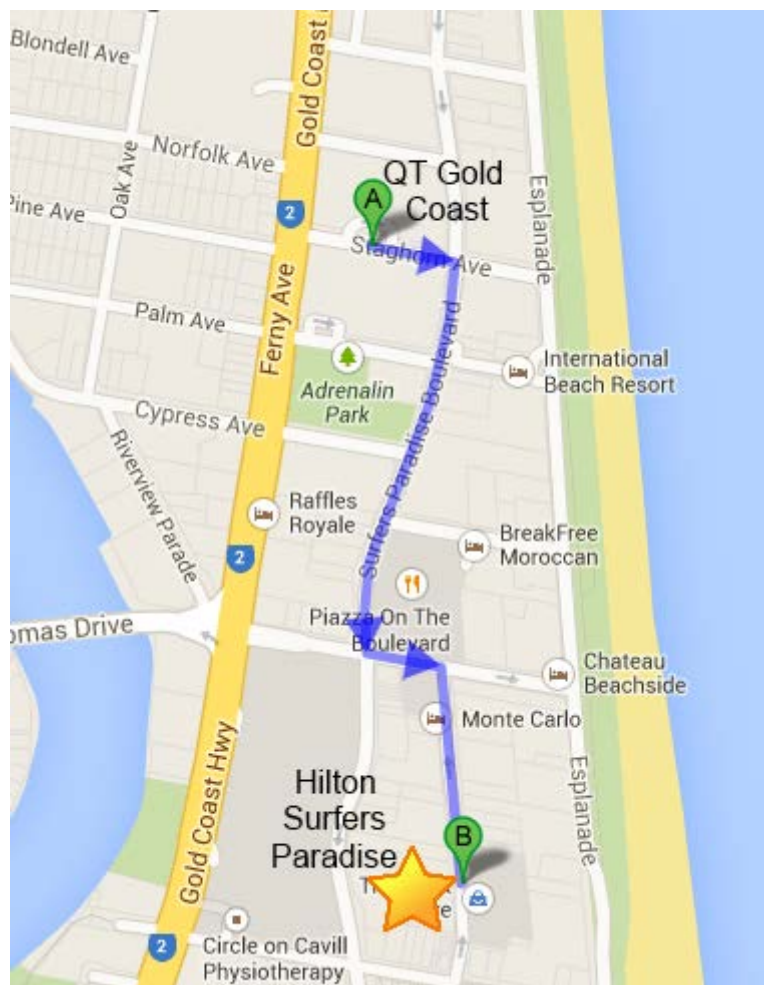
The Friday night networking event is being hosted at the glamorous [Hilton Surfers Paradise](#) (6 Orchid Avenue, Surfers Paradise). We recommend you walk there; it should take approximately 10 minutes.

Drinks and some tasty treats from a Luke Mangan inspired BBQ station will be provided at this special event which starts at 7pm and will run through until 10pm.

There will be groups of people leaving QT Gold Coast from around 6.45pm – why not look out for other people wearing Lanyards and start your networking early by walking together? Tourism and Events Queensland and Gold Coast Tourism are dressing up the party area with some fun theming, lights and action, highlighting the elements that the Gold Coast is Famous For, for your enjoyment (there might just be a surprise guest or two there as well!)

So you can prepare your outfit... we're saying that the attire for this event is 'a bit dressy' and if you like why not have some fun and add a splash of tropicana to your outfit (we are on the Gold Coast after all)!

Please bring your lanyard along with you – it'll make it much quicker to mark people off the list.



The above map is one of a few ways to get there – and there may be some road works on the way, so use your best judgement.

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# Day Two

## Outline & Schedule

Registration opens at 9.00am.

Darren's introduction will start at **9.15am sharp**.

REGISTRATION 9AM - 9.15AM / INTRODUCTION 9.15AM			
9.30AM – 10.25AM	<b>Living In The Now</b> Trey Ratcliff		
10.30AM – 11.25AM	<b>SEO for WordPress</b> Jim Stewart	<b>Affiliate Marketing</b> Darren Rowse	<b>Personal Blogging &amp; Monetisation</b> Karen Andrews and Clint Greagan
MORNING TEA BREAK			
12.00PM – 12.55PM	<b>Building Your Community</b> Nicole Avery with Katrina Springer, Hailey Bartholemew & Craig Makepeace	<b>Blogging To Build Your Small Business &amp; Personal Brand</b> Valerie Khoo & Trevor Young	<b>Creating Your Own Products</b> Shayne Tilley & Ed Dale
LUNCH BREAK			
2.00PM – 2.55PM	<b>It's Hiding Behind The Shower Curtain!</b> Tsh Oxenreider	<b>Video: Create, Edit, Publish on a Shoe-String</b> Hailey Bartholomew	<b>DIY PR to grow your blog &amp; your brand</b> Lorraine Murphy, Bec Derrington & Catriona Pollard
3.00PM – 3.55PM	<b>Crafting A Professional Media Kit</b> Phoebe Montague	<b>Google Analytics for Bloggers</b> Ned Dwyer	<b>Growing Your Social Media Networks</b> Trey Ratcliff, Amy Porterfield and Chantelle Ellem
AFTERNOON TEA BREAK			
4.30PM – 5.00PM	<b>Closing Remarks</b> Darren Rowse		

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# Housekeeping

## *Volunteers*

We will have a number of amazing volunteers at the event – look out for their colourful flowery leis! Please follow any directions provided: as this is our biggest event yet, we'll be pretty strict about timings and room capacities!

Our volunteers will be keeping the event running to time, and assisting people moving between rooms (among other things!) if you need help at any time, please just let one of our team know.

If you are uncertain, please speak to our amazing volunteers at the registration desk in the foyer.

## *Lost and Found*

While you are responsible for your own belongings, if you have lost or found an item, please let our volunteers at the registration desk know. Chances are they have it – or can keep an eye out for it.

## *Other important info*

- As a ticket holder, you also receive access to the virtual ticket content. Make sure you register to get access! The special link was sent to you via email on 16 August.
- While we've made sure there are a few power boards available, they may be limited. Your best course of action is to ensure that your devices are fully charged before you arrive!
- Ensure you have any appropriate medication with you. This includes asthma puffers, headache tablets, etc. While we hope you don't have to use them, it's better to have them than not! If you require first aid assistance, please let one of our volunteers or a member of our team know immediately.
- Make sure you enjoy yourself! This isn't just an opportunity to learn from the best in the business; but also get a little out of your comfort zone, network with like-minded people and have fun! Try push yourself a little further than your limits. You might just be surprised!

Have a burning question not yet answered? Email [liz@theva.com.au](mailto:liz@theva.com.au)

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