



TRAINING EVENT: Gold Coast

29 – 30 August 2014

Thank you

Thank you for purchasing a ticket ProBlogger Training Event 2014. We have some amazing speakers, great networking opportunities and fantastic opportunities from sponsors that will make the event one to remember!

This year we kept the two-day format of #PBEVENT and focused some of the sessions to be more focused for those wanting to learn the foundations, or for those wanting to focus on some more advance aspects of blogging in the 'Going Pro' sessions. Many sessions run concurrently, so be sure to read the session details to see which session suits you best. Please note the schedule may be subject to change and when each room reaches capacity entry will be restricted, however you will have access to audio recordings of most sessions after the event.

We look forward to seeing you there!

Cheers,

Darren and the ProBlogger Event Team.

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#pbevent

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Venue & travel information

QT Gold Coast

PBEVENT 2014 will be held at QT Gold Coast across the Ballroom, which also becomes the Pipeline Room and Longbeach Room (ground floor), and upstairs in the Sunset Room (level 1). There will also be a 'chill out area' called the Bloggers Lounge on Level 1, if you need some breathing space. There will be signs and ushers helping you find your destination.

For breaks, we will move into the ballroom foyer area. For those with dietary requirements, your food will be located upstairs on Level 1 near our Bloggers Lounge. There will be signs and Happiness Creators to help you find where you need to be.

There are bathrooms in the foyer, and upstairs between the Sunset Room & Sunset Lounge.

Wi-Fi access will be available to all attendees from Thursday - Saturday, and the password will also be valid for anyone staying in a room at QT Hotel. Simply select "QT-EVENT" and type in the password **GreatEvent**

Breakfast

Tea and coffee will be available to all attendees on arrival, however we recommend you make sure you've had a nutritious breakfast before arriving – there'll be plenty of information to absorb, and it can be hard to do so on an empty stomach!

QT offers a full buffet breakfast within their hotel, or 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. If you would like to leave your bag at reception to collect later, please let them know you are with the ProBlogger Event and you can use their cloakroom service free of charge.

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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Thursday 28 August

Outline & Schedule

'Accelerator Afternoon' – 12.30-4.30pm

These afternoon workshops for bloggers are intensive sessions and include individual attention.

All tickets are now sold out for these workshops, however if you did purchase a ticket you will already have received an email confirming where to meet.

Early Check In – 3.30pm-5pm

This year you can register early and meet a few attendees from 3.30pm until 5pm on Thursday (or as always, on the Friday morning from 7.30am) just walk past the QT reception desk towards Fixx cafe and we'll be waiting to greet you. Once you have your #PBEVENT lanyard it will be easy to spot other attendees around QT foyer and Stingray. Say hi to other delegates!

AWeber Website and Email Optimisation Workshop – 4.00-5.30pm

Small Changes, Big Gains: Your Site & Email Optimisation Action Plan in one rapid-fire workshop delivered by email powerhouse AWeber. This is a free event for attendees, but you must pre-register. [Read more.](#)

Pre-conference drinks – 7.00pm

Not attending a Niche Networking event? Catch up with other bloggers in the VIP area at QT's Stingray Bar from 7pm – everyone is welcome.

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Day One – Friday 29 August

Outline & Schedule

Registration will be open again from 7.30am. When you arrive we'll check your name off our list, and you'll be given your lanyard. If you opted to check in early, you'll be able to head straight in, grab a tea or coffee and network with other bloggers.

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

Schedule Colour Code:

Grey – Suitable for all attendees

Blue – Going Pro sessions

Going Pro is aimed at those bloggers who have been blogging for a little while and want to harness the power of blogging to turn it into a paying job they love. These sessions assume a solid base knowledge of blogging and have a core focus on monetisation.

As well as monetisation strategies though, the Going Pro sessions will be diving into the back end! These sessions are aimed at showing you how you can improve the back end of your blog and the business side of blogging to create greater success

Orange – Foundation sessions

Bloggers starting out quickly discover that there's a lot more to this medium than just setting up a blog and quickly slapping up a post or two. Your first post is just the beginning and you're then faced with the tasks of finding readers, coming up with more post ideas, using social media to market your posts and then considering monetisation strategies for your blog.

The foundation sessions are aimed to take you step by step through these tasks. These sessions are not just for newbies either. Delivered by blogging experts who will not only share with you the theory of what you need to do, but inspire you with their blogging success stories and share some of the best tactics they have learned along the way.

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See also probloggerevents.com/schedule

Colour code:

Grey – Suitable for all attendees

Blue – Going Pro sessions for more advanced bloggers

Orange – Foundation sessions for bloggers just starting out – or anyone want to brush up on these important areas.

Click on the session title to view full details.

7.30AM – 8.30AM REGISTRATION			
8.30AM – 9.35AM	Welcome Darren Rowse		
9.35AM – 10.35AM	Pat Flynn keynote – How to Convert Your Casual Readers into a Thriving Community of Raving Fans		
MORNING TEA BREAK			
11.10AM-12.10PM	What Bloggers Need to Know about SEO in 2014 Rand Fishkin	The 5 Ws for Finding Readers for your Blog Christie Burnett	
12.10PM – 1.10PM	Brands, bloggers and readers – navigating the three way relationship successfully -Mod: Nicole Avery. Panel: Laney Galligan, David Krupp, Mandy Griffiths, Kate McKibbin and Adam Marks	Make Your Audience Fall in Love With You (And Your Blog) Geraldine DeRuiter	THE VISUAL BLOG: Images, Infographics and Insights for Driving Traffic, Shares and Engagement - Donna Mortiz
LUNCH BREAK			
2.10PM – 3.10PM	Build an online community that you love – Nikki Parkinson	The web video strategy for bloggers: Get more traffic, more followers and become an industry leader. – David Jenyns	An Introduction to Podcasting: What Every Blogger Needs to Know - Pat Flynn and Chris Ducker
3.10PM – 4.10PM	Introduction to monetisation: Darren Rowse	WordPress Professional Site Clinic – Dee Teal	The Beginner's Guide to Creating a Digital Magazine - Brooke McAlary
AFTERNOON TEA BREAK			
4.45PM – 5.30PM	5 in 50! 5 of Australia's most successful full time bloggers share what it takes to go from blogging for love to a full time career. Featuring Katrina Springer, Candice Deville, Kate Mckibbin, Brooke Schoenman and Yaro Starak		

In more detail...

Pat Flynn keynote - How to Convert Your Casual Readers into a Thriving Community of Raving Fans

Pat Flynn of SmartPassiveIncome.com is known to have one of the most active and engaged communities online. It's not uncommon to see blog posts and individual podcast episodes with several hundred comments - sometimes within the first 24 hours! In this immersive, high-energy and entertaining presentation, Pat will demonstrate and help you discover exactly what you can do to turn your regular readers into ridiculously supportive raving fans who will wear your team colours with pride and help market and promote your blog like crazy.

What Bloggers Need to Know About SEO in 2014 - Rand Fishkin

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SEO can seem like an overly technical, sometimes sketchy, and occasionally confusing practice. It doesn't have to be this way. In this presentation, Rand will walk through the short list of concepts bloggers should know to do well at SEO, and give a few tips & tricks that can help provide an edge, too.

The 5 W's for Finding Readers for Your Blog - Christie Burnett

You've built it and now they'll come, right? In this age of digital information overload, this couldn't be further from the truth. Finding readers to grow your blog's community takes time and dedication, and a bit of strategic planning doesn't hurt either. In this session, Christie will walk you through a helpful planning process and introduce a number of useful tools to guide you in developing a more strategic approach to finding (and keeping) readers for your blog.

PANEL: Brands, bloggers and readers - navigating the three-way relationship successfully Mod: Nicole Avery. Panel: Laney Galligan, David Krupp, Mandy Griffiths, Kate McKibbin and Adam West

How can you get on the radar of brands you want to work with? What are the key elements to a successful blogger outreach campaign? Should bloggers work for free? These are just some of the questions that this panel will discuss.

The panel is made up of experts from the various sides of the brand/blog relationship, each will showcase a successful campaign, giving you the key elements as to what made it a success and will answer questions around contentious issues that arise from bloggers and brands working together. We will make sure we leave plenty of time for you to ask your questions of the panel as well!

Make Your Audience Fall in Love With You (And Your Blog) - Geraldine DeRuiter

Geraldine will cover some best practices for creating reader loyalty and evangelism. Including: tips for engaging your audience on Twitter, how to craft an authentic voice (that your audience can relate to), and how to create content that people want.

THE VISUAL BLOG: Images, Infographics and Insights for Driving Traffic, Shares and Engagement - Donna Moritz

"There has been a shift to visual social media and blogs are no exception. By leveraging the power of original, optimised images on your blog and social media, you will get noticed, have your content shared and drive traffic and engagement across all platforms.

In this session, Donna will share the importance of visual storytelling and how to use visual content to get massive blog traffic with infographics and "snackable" visual content. Case studies from top bloggers using these strategies will be central to this fun, practical, how-to session that will have you excited about the visual possibilities for your blog!"

Build an online community that you love - Nikki Parkinson

Nikki will show you:

- How to get to know your readers (using stats to understand who they are, talking to them, surveying them etc.)

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- How to develop your voice to offer a connection between your content and your community (don't be someone other than YOU! Create and set the tone for your community)
- Ways to creating a space for engagement (egg Everyday style challenge)
- Find ways to involve readers in your content (using feedback on Facebook, photos from readers, questions from readers etc.)
- Give back to the community - your readers and the blogging community (manifesto, giveaways etc., spending time on other blogs - not to spam but to engage)

The web video strategy for bloggers: Get more traffic, more followers and become an industry leader - David Jenny's

All bloggers should be doing more web video and they know it. That said, often it's hard to know where to start, what a complete web video strategy looks like and most importantly how to do it on a budget.

We've developed a step-by-step method of creating loads of video content all in one hit. This content can then be dripped out onto a blog and YouTube over 3-6 months.

The results from our case studies have been nothing short of awesome! It's without doubt the most cost effective, traffic generating strategy I know.

Moreover it positions the blogger as an expert, provides a new dimension to the blog (with video) and makes you less Google dependant while also ticking all of the SEO boxes.

An Introduction to Podcasting: What Every Blogger Needs to Know - Pat Flynn and Chris Ducker

Podcasting is quickly becoming one of the best ways to stand out in the blogging crowd and deliver even more value to your audience.

In this fun and dynamic session, podcasting rock stars Chris Ducker and Pat Flynn will help you understand the benefits of starting a podcast to compliment your existing blog. You'll learn how to get started quickly, on a budget, and the best tips and tricks for increasing exposure, traffic, and value for your audience.

Intro to monetisation - Darren Rowse

Darren Rowse will take you through the basics of monetisation.

WordPress Professional Site Clinic - Dee Teal

This session is about taking care of your site... this is about the gardening... you've planted the seeds... You can water and fertilize your site (the front end) but if you don't take care of the weeds and keep the soil in good condition it's only a question of time before you're calling me in a panic because something's going horribly wrong.

So, let's roll up our sleeves and do some gardening!!!

The Beginner's Guide to Creating a Digital Magazine - Brooke McAlary

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At PBEVENT 2013 Ed Dale challenged attendees to “delight our audience,” and meet them where they already are. This straightforward advice lead Brooke to create Romper, a digital magazine focused on simple and positive living.

While some big names in magazine publishing are struggling, there is a huge opportunity for niche publishers (such as bloggers) to connect with their audience in a completely new, meaningful and profitable way - digital magazines.

This session is very much a beginner’s guide to creating your first digital magazine - from a non-designer/developer point of view. It outlines the processes used, the mistakes made and the workflow utilised in creating Romper. (And believe me, if I can do this, anyone can.)

During this session, discover if magazine publishing is right for you and your audience, decide on the business model behind it, learn about outsourcing and collaborating and discover just what is involved in becoming an independent magazine publisher.

5 in 50! - Katrina Springer, Candice Deville, Kate McKibbin, Yaro Starak + Brooke Schoenman

5 of Australia’s most successful full time bloggers share what it takes to go from blogging for love to a full time career.

Evening networking event

Ahoy! Come and celebrate PBEVENT’s 5th birthday by dressing up in your seaside best. Sailors, pirates, yacht owners, castaways and surfers welcome.

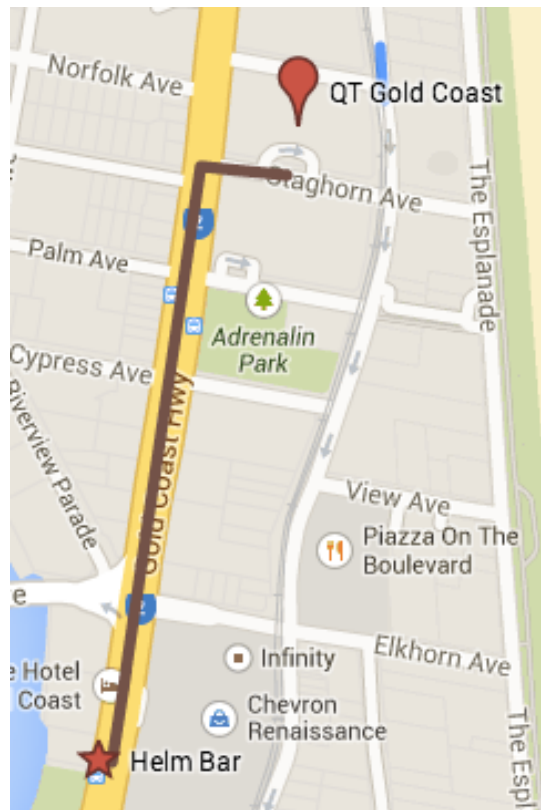
Pack a pirate patch, wear something yacht-worthy or add a splash of something blue to your outfit. Whether you want to come in your pirate crew cargos or dress like seaside royalty, we want to see you there for networking, drinks and tasty treats from 7.00 - 10.00pm.

The venue will stay open later if you wish to hang around after their DJ sets up. Just remember we have lots of great speakers the next day to learn from too, but we will give you a slightly later start :)

The Friday night networking event is being hosted at the wonderful [Helm Bar](#) Surfers (30 – 34 Ferny Avenue, Surfers Paradise). Please bring along your lanyard for entry as we have exclusive use of the venue. There will be groups of people leaving QT Gold Coast to walk there from around 6.45pm – why not look out for other people wearing Lanyards and start your networking early by walking together? It should only take about 10 minutes to walk there, a short 700m away.

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

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Day Two – Saturday 30 August

Outline & Schedule

Doors open at 9.00am.

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

Arrive from 9am for a 9.15am sharp start.

PROGRAM : DAY TWO

9.15AM – 9.30AM	Introduction Darren Rowse		
9.30AM – 10.25AM	From Ideas to action: Your blueprint for achieving success and turbocharging your blog - Matthew Michalewicz		
MORNING TEA BREAK			
11.00PM – 12.00PM	Email Marketing Essentials - Shayne Tilley	Blogging and the Law - Stacey Roberts	How Bloggers Can Leverage Google+’s Immense Power - Rand Fishkin
12.00PM – 1.00PM	Email Marketing Innovation - Shayne Tilley	The Design Files: A Case Study in Attracting and Managing Online Advertisers - Lucy Feagins	Power of we - harnessing social media for social good - Emma Stirling
LUNCH BREAK			
2.00PM – 2.55PM	The business of blogging - Suzi Dafnis	Using social media to grow your blog - Chantelle Ellem	Blog session critique Dee Teal – Moderator Shayne Tilley Nikki Parkinson Lucy Feagins
3.00PM – 3.55PM	The Business of YOU: How Building Your Online Brand Will Unleash the Influencer Inside You! - Chris Ducker	Fitting it all in - Maxabella	
AFTERNOON TEA BREAK			
4.30PM – 5.00PM	Closing Remarks Darren Rowse		

In more detail...

From ideas to action: Your blueprint for achieving success and turbocharging your blog - Matthew Michalewicz

In this motivating session you won’t find any shortcuts to success or “secrets” for becoming instantly rich and famous. What you will get is a proven blueprint for turning your ideas into actions and dreams into reality. Matthew will take the mystery out of how success is achieved by presenting a compelling analysis of the fundamental drivers of success, the surprising truth behind why they work, and most importantly, how you can apply them to realise your aspirations. You’ll walk away from Matthew’s presentation with concrete action items and takeaways for immediate use in your business, blog, and other pursuits.

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Email Marketing Essentials

The basics of email marketing, from list building to running a campaign for people who are really serious about using email to grow their blog.

Blogging and the law - Stacey Roberts

The internet may seem like a lawless frontier, but the reality is just the opposite. It can be a minefield for those of us who are aware of the dangers, let alone for writers and bloggers who aren't.

In this session you will get the layman's terms lowdown on what's legal and what's not in the areas of copyright, image use, defamation, subjudice contempt, and keeping yourself above the law online. It's simultaneously simpler and more complex than you think!

How Bloggers Can Leverage Google+'s Immense Power - Rand Fishkin

Google+ has grown to become the 2nd most used social network in the world, behind only Facebook (and that's not just raw users, that's monthly ACTIVE users!). But, for many bloggers and web marketers, there's still a lot of scepticism about the power and influence of Google+. Rand's talk will share not just what Google+ can do, but how to use the network to have an impact on all your marketing and traffic generation opportunities.

Email Marketing Innovation

Email marketing like you've never seen it. An insight into new innovate techniques you can leverage today!

The Design Files: A Case Study in Attracting and Managing Online Advertisers - Lucy Feagins

Founder and editor of The Design Files, Lucy Feagins, will discuss how her blog evolved from a hobby into a sustainable and profitable business.

Power of we - harnessing social media for social good - Emma Stirling + panellists

Does your blog support causes, charities or campaigns close to your community's heart? Or are you a not-for-profit looking to connect with bloggers? Then join us for this interactive workshop, a coming together session, to share case studies, resources and tips on effectively using social media for social good.

The business of blogging - Suzi Dafnis

Many bloggers start out with a blog and then end up turning it into a business. But, if you want it to be a business, you need to run it like a business. Suzi will take you through the steps to making it a sustainable and profitable endeavour.

The session will cover:

- Planning for business growth
- How to grow your team without growing your expenses

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- Systems that allow you to get more done in less time
- The art of price (and collecting \$)
- Monetisation models that work
- Creating a valuable business asset
- Turning subscribers into leads and leads in to sales

Using social media to grow your blog - Chantelle Ellem

Social Media doesn't have to just be pushing to your blog, it can be a way of interacting and getting to know your audience better, and then creating content tailored to their interests. In fact creating a community through social media is pretty darn fun.

But social media can be a hard beast to tame once you get started. Chantelle will take you through how to make social media work for you {and not make you a slave to it} and that you don't have to be a master of every platform to achieve success

Blog session critique - Dee Teal, Shayne Tilley, Nikki Parkinson, Lucy Feagins

Attendees can come along and volunteer to have their blog critiqued by a panel of experts to help them grow and develop their blog. The panel will work their way through as many blogs as they can in this session.

The Business of YOU: How Building Your Online Brand Will Unleash the Influencer Inside You! - Chris Ducker

Times have changed. Again. The social web has your prospective customers clamouring for information, desperate for high quality education and excited at the thought of being entertained by a real person. This highly interactive, engaging session will show you how important it is to utilize the power of content marketing to catapult yourself to 'Influencer' status in your industry, while at the same time building a real business!

Fitting it all in - Maxabella

The trouble with blogging is that she's a temptress 24/7, luring you in and away from your 'real life' at every opportunity. Tweeting, Facebooking, Googleplussing, non-plussing - how do you do it all and still have an actual life to blog about?

Loads of tips online:

- Blog planning and scheduling
- Social media scheduling - different platforms for different folks
- FIFO blogging - fly in, fly out
- Do one thing really well
- Developing your style to streamline the work

And offline:

- Tips for managing your time
- Blogging on the run
- Incorporating it into family time

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Housekeeping

Volunteers

We will have a number of amazing volunteers at the event – you'll find them in black t-shirts with the PB log and '#PBEVENT' on them. Please follow any directions provided: as this is our biggest event yet, we'll need to be pretty strict about timings and room capacities to keep things running smoothly for everyone. 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.

As our registration desk will not be manned 100% of the time, we cannot hold on to any items for you, so please ensure you use the Room Drop service provided by QT (if staying at the hotel), or only bring what you can keep with you.

Other important info

- As a ticket holder, you should already have received access to the ProBlogger Community (probblogger.com). In the weeks following the event, we will be uploading the audio recordings of the event to the community, so make sure you have access! The special link was emailed to you when you registered, but if you can't find it, please email eventadmin@probblogger.net
- 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, epi pens, painkillers, 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 QT staff member 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 eventadmin@probblogger.net

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