



FBC 2016

DELTA TORONTO

SPEAKER APPLICATION GUIDE



CANADA'S FOOD BLOGGING CONFERENCE



AT A GLANCE:

- Canada's **ONLY** national conference dedicated to food blogging.
- Intimate setting, with a maximum of 150 attendees.
- Professional development opportunities for bloggers
- One on one networking opportunities for all attendees.
- Tickets have sold out in 2013, 2014 and 2015.
- Tickets for 2016 are already 60% sold
- October 21-23, 2016 - Delta Toronto



WELCOME



Thank you for your interest in speaking at **FBC2016**, Food Bloggers of Canada's National Conference!



FBC2016 MARKS FBC'S 5TH ANNIVERSARY AND OUR 4TH ANNUAL CONFERENCE!

This year FBC2016 runs from **Oct 21-23, 2016** at the **Delta Toronto** in Toronto.

FBC2016 IS CANADA'S ONLY NATIONAL BLOGGING CONFERENCE ENTIRELY DEDICATED TO FOOD.

FBC2016 is designed to be an intimate gathering of Canada's most engaged food bloggers. With a cap of 150 attendees, our bloggers, speakers and sponsors have the opportunity to network and learn in a comfortable, open setting. While the event is aimed primarily at food bloggers, it also attracts lifestyle, parenting and travel bloggers.

The sessions and content focus primarily on professional development for bloggers but of course, food is a constant theme throughout the weekend!





WHY SPEAK AT FBC2016?

BLOGGING CONNECTS

FBC Conferences are different. We focus on learning, networking and connecting.

Speaking to our attendees is a great way to demonstrate your authority in your field, make new connections and even find potential new clients!

OUR ATTENDEES

FBC Conference attendees are looking to connect and engage with speakers who are knowledgeable and approachable. They're eager to learn and grow.

You can help them with your engaging, down to earth style and actionable content!

Cocktail Maple Leaf
Maple Leaf cocktail

Interested in speaking? Here's what you need to know before submitting your session idea.



SPEAKER SUBMISSIONS

WHAT WE'RE LOOKING FOR:

We're looking for enthusiastic, well spoken, knowledgeable speakers passionate about sharing their expertise and experiences openly.

We want practical sessions to help attendees take their blogs to the next level.

Because our focus on networking is so strong, we ask all speakers to be in attendance throughout the entire conference.

The key focus of all sessions, workshops and panels should be ACTIONABLE, KEY TAKEAWAYS that our attendees can PUT INTO PRACTICE right away and SEE RESULTS.

SESSION FORMATS

General Sessions - 3 available on Sunday only

- presenting to all conference attendees either in a solo presentation or on a panel
- general blogging appeal is recommended
- 60 minute session: 40 minute presentation and 20 minute Q&A

Rotating Sessions - 4 available Saturday only

- small format, presenting to 30 attendees at a time
- ideal for a more hands on session, niche subjects or technical sessions
- rotating sessions will be offered twice so speakers should be comfortable presenting twice in 2-3 hour time frame
- 60 minutes in length

Pre-Conference Workshop - Friday morning

- hands on workshop for 20 people max
- these are pre-sold additional tickets not included in the FBC2016 general admission ticket



Our conference theme this year is “Do The Work”. Successful blogging is hard and doesn’t happen overnight - we all have to do the work!



DO THE WORK

Like anything worth doing, blogging requires a lot of hard work. There are no shortcuts to success!

Our conference theme of “Do The Work” will weave throughout the entire weekend and session material should reflect that.

We are looking for content that inspires but also reinforces that sitting down to do the work is what makes things happen - from taking the next step in your journey, to improving your skills or breaking through a creative block.

SESSION IDEAS

We are open to a wide range of topic ideas but here are some that are of particular interest to us this year:

- video production
- google analytics
- content auditing
- photo editing (small session or workshop)
- creating complimentary products for sale (e-books, e-courses, cooking classes etc)
- email and newsletter marketing (building a list)
- on-line safety and security
- writing
- experts in specific platforms (ie snapchat, periscope, instagram, pinterest)
- wordpress plug-ins

A minimum of 60% of attendees will be conference alumni - to ensure they get a full experience, it’s important that we avoid duplicate content. Please review our previous session schedules for [2015](#) and [2014](#) before submitting your idea.

There are lots of benefits to speaking at FBC2016 and being part of our weekend!



SPEAKER BENEFITS

First and foremost, we like to think that speaking at FBC2016 will be a really fun experience!

Our attendees are enthusiastic and they're not only there to learn but to have fun, make new contacts, find partners to collaborate with and make new friends - you can be a big part of that!

You will also have the chance to make brand and PR contacts with our sponsors and industry pros.

But, we know that speaking is hard work and time consuming so we offer up a compensation package that reflects that.

WHAT YOU CAN EXPECT IN RETURN

- the choice of a single or double occupancy conference pass with access to all conference sessions (but not pre-conference sessions)**
- either pass will include two nights hotel accommodation at the The Delta Toronto (Oct 21 and 22)
- passes include all meals and snacks including dinners from Friday evening to Sunday lunch
- the FBC2016 Swag Bag
- an honorarium for speaking
- travel expenses are NOT included

** Single occupancy refers to a room with one bed so you may bring a partner, double occupancy refers to a room with two beds and a roommate that we will assign.



You've got the big picture - now here's the nitty gritty!



HOW TO SUBMIT

THE DETAILS

- submissions will be accepted between **Feb 17th, 2016 and March 18th, 2016**
- you must submit via [OUR ON-LINE FORM](#) - please fill out all fields to be considered
- prior speaking experience is not required but **you must be able to demonstrate you are an authority** on your subject matter
- besides the information submitted in the form, you may also submit portfolios, session slides, reels, client referrals and any other supporting documentation you feel would be appropriate
- there is a possibility that multiple submissions may reference the same topic. We are not responsible for duplicate submissions, ideas or suggestions, nor do you retain the sole rights to your idea once submitted to FBC.



If you have additional questions or concerns or would like to submit additional supporting materials, please contact Melissa Hartfiel, Managing Director of Editorial at melissa@foodbloggersofcanada.com