



# FBC2017 SPEAKER SUBMISSION KIT



## CONNECTING CANADA WITH FOOD

CANADA'S ONLY NATIONAL FOOD BLOGGING CONFERENCE | OTTAWA, ONTARIO | OCTOBER 20-22, 2017



## AT A GLANCE:

- October 20-22, 2017
- Delta Hotels Ottawa City Centre
- Canada's ONLY national conference dedicated to food blogging
- FBC2017 tickets are SOLD OUT! This marks our 5th consecutive sell out
- Intimate setting, with a maximum of 150 attendees
- Professional development opportunities for bloggers
- One on one networking opportunities for both bloggers and brands

# CANADA'S FOOD BLOGGING CONFERENCE

# WELCOME



Thank you for your interest in speaking at **FBC2017**, Food Bloggers of Canada's National Conference!

## 2017 MARKS FBC'S 5TH ANNUAL AND 5TH CONSECUTIVE SOLD OUT CONFERENCE!

This year FBC2017 runs from **Oct 20-22, 2017** at the **Delta Hotels Ottawa City Centre**

**FBC2017 IS CANADA'S ONLY NATIONAL BLOGGING CONFERENCE ENTIRELY DEDICATED TO FOOD.**

FBC2017 is an intimate gathering of Canada's best and most active food bloggers. With a cap of 150 attendees, our bloggers, sponsors and speakers 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, the food throughout the weekend plays a very important role!



# WHY SPEAK AT FBC2017?

## 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 Workshops - multiple time slots Saturday only

- small format, presenting to 30-40 attendees at a time
- ideal for a more hands on session, niche subjects or technical sessions
- rotating sessions may 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



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Our conference theme this year revolves around Canada 150 - celebrating Canadian talent, cuisine and diversity.



# CANADA 150

We're very excited to be in our nation's capital this year to celebrate Canada's 150th birthday!

Our conference theme, "Canada 150", will weave throughout the weekend in our content and cuisine. Our keynote speaker is none other than Canadian culinary icon **Elizabeth Baird**.

Our professional development content will be celebrating Canadian talent in our speaker lineup and will be looking for a Canadian point of view in our sessions.

## 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:

- diving into live video/broadcasting via social media
- google analytics - going deeper than page views
- content auditing and repurposing
- overhead video production
- photo editing & post processing (small session or workshop)
- breaking down SEO into simple steps
- email and newsletter marketing (building a list)
- on-line safety and security
- writing
- food styling
- wordpress plug-ins
- community building and/or giving back

A majority percentage 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 [2016](#) and [2015](#) before submitting your idea.

There are lots of benefits to speaking at FBC2017 and being part of our weekend!

# SPEAKER BENEFITS

First and foremost, we like to think that speaking at FBC2017 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

- two nights accommodation at the The Delta Hotels Ottawa City Centre (Oct 20 and 21) - you may bring a guest!\*\*
- passes include all meals and snacks including dinners from Friday evening to Sunday lunch
- the FBC2017 Swag Bag
- an honorarium for attending the weekend
- travel expenses are NOT included but we will cover hotel parking should you require it

\*\* please note that while you're most welcome to bring a spouse or partner for the weekend, they will not be able to attend any of the sessions or meals



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



# HOW TO SUBMIT

## THE DETAILS

- submissions will be accepted between **March 23, 2016 and April 21st, 2017**
- 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](mailto:melissa@foodbloggersofcanada.com)