



# TBEX NORTH AMERICA 2018

SEPTEMBER 11-13 | #myFLXtbex

## WHAT IS TBEX?

TBEX (Travel Bloggers Exchange) is an annual conference of travel bloggers, influencers, and content creators that come together from all over the world to learn, network, and discover new destinations.



The 2018 TBEX North American conference will take place the week of September 10, though attendees will come early and stay after to enjoy the area.



Finger Lakes Wine Country is the host destination and The Corning Museum of Glass is the host conference venue.



550 bloggers, influencers, and content creators are expected to be in region that week, along with another 150 industry professionals.



## WHAT IS A BLOG?

First developed in the 1990's, a web log, or blog, is a regularly updated website or web page, typically run by an individual or small group, that is written in an informal or conversational style. Blogs are typically focused on certain topics (TBEX attendees are focused on travel). Blogs and blog posts can be shared on social networks and people can leave comments under the blog posts to start meaningful conversations.

## @ WHAT IS A HANDLE?

Basically, it's another word for a username on social media. Handles start with @, followed by the user's name, ex. @FLXWineCountry. To mention or reply to someone in a post, include their handle.



## WHAT IS A HASHTAG?

An easy way for people to categorize, find, and join conversations on a topic. Hashtags are used to highlight keywords or topics and can be placed anywhere within a post.



## WHAT IS REACH?

The number of individual people that viewed your content (blog or social media post, webpage, etc).



## WHAT ARE IMPRESSIONS?

The total number of times your content has been seen (it can be viewed multiple times by the same person, think of billboards or TV commercials that you see several times).

## WHAT IS A BLOGGER?

A person who regularly writes material for an online journal or website.



## WHAT IS AN INFLUENCER?

Individuals who have the power to affect purchase decisions of others because of their (real or perceived) authority, knowledge, position, or relationship.



## WHAT IS A CONTENT CREATOR?

Someone who is actively creating and publishing original content to an audience on one or more media platforms (this includes writers, designers, photographers, and videographers).

## WHAT IS A FREELANCER/ CONTRIBUTOR?

A freelancer or contributor is a content creator who works on a self-employed basis. They can work for just one outlet or, more often, they provide content for several different publications, outlets, or platforms at a time.