



Eastern Iowa Tourism Association Annual Meeting

June 17, 2015

Blogging Academy



Our Blogging Academy will leave you star struck and educated! No worries, leave them at the door and explore this new craze with us. We have secured a lineup of bloggers with a range of experience and expertise. Each panelist will utilize their journey and provide helpful hints to gain momentum as you delve into the mechanics of blogging with ease. Your take-away will build confidence enabling you to create curating content with this new trend. Be assured you will depart helping promote Iowa and your unique inventory.



Schedule

- 8:30-9:00 Registration
- 9:00-9:45 Blogging Academy 1.0, Blog Basics Bonus Education Session
- 10:00-11:50 Blogging Academy Panel
- 12:00-12:30 Business Meeting, Annual Meeting
- 12:30-1:15 Luncheon
- 1:30-2:30 Culinary Kitchen Demonstration and Challenge

Location

The Hotel Kirkwood Center | Thehotelkirkwood.com
7725 Kirkwood Blvd SW, Cedar Rapids, Iowa 524040

Overnight rooms are available for \$109 plus tax. Book by May 26 to receive the discounted rate. Call the hotel directly at 877-751-5111. **GROUP NAME: Eastern Iowa Tourism**



This session is funded in part by a grant from the Iowa Economic Development Authority's Tourism Office.

The Academy Bloggers and Panelists:

Kristin Porter, is the blogger behind the famous Iowa Girl Eats. She manages an award-winning website with flavorful content featuring simple, family-friendly recipes with every day, in-season ingredients. Her social media skills are top notch and she has the flair and style that her followers enjoy.

Kate Silver, a Chicago-based writer and editor. Kate Silver has been writing professionally for 15 years, seven of which have been full-time freelance. She juggles a healthy mix of editorial and corporate work, specializing in travel, food, wellness and feature stories. She is also the author of Frommer's Easy Guide to Chicago 2015.

JayJay Goodvin, refers to himself as "the rookie" on our panel bringing his Iowa roots to the blog masses with the Iowa Gallivant. He is traveled through the country learning the restaurant trade and eventually became a chef. Just embarking on his Iowa Gallivant project in July 2014, showcasing growth with each and every new post. His blogs features traveling, exploring the niches in many Iowa communities.

Andy Sokolovich, Owner of Bent Business Marketing & Advertising will facilitate our informative day but also keynote the Blog Basics. He will feature basic online content training and definitions for the morning session boosting your knowledge for the Blogging Panel.

Chef Daniel Dennis, Chef de Cuisine, The Class Act Restaurant. His mission is to reconnect the people to their food in a sustainable, creative, and inspiring way. He enjoys utilizing local foods prepared simply, but presented artistically. Dennis isn't bashful to note he doesn't have an ounce of blogging experience. He will serve as our panel without being mortified to ask a question and showcase his talents in the afternoon with his culinary demonstration.

Registration Form

Registration is required by contacting the EITA office no later than Friday June 12.

Name: _____ Phone: _____

Organization: _____

Email: _____

- Please check appropriate boxes:
- \$30 EITA Member
 - My check is enclosed
 - Vegetarian Meal
 - \$40 Non-Member
 - I will pay that day
 - I will be attending the 9:00 Bonus Session

Send registration & payment to: EITA • PO Box 189 • Dyersville, IA 52040 • Phone: 563-875-7269 • FAX: 563-875-2358
Cancellations after Friday June 12, 2015. will be subject to pay registration fee.