



Cinnamon  
**TBCasia**

**& TRAVEL BLOGGER  
AWARDS 2016** 2 - 7 JUNE  
SRI LANKA

---

POWERED BY



PROFESSIONAL  
TRAVEL BLOGGERS  
ASSOCIATION

Speakers' Brief  
Cinnamon TBCasia  
&  
Cinnamon Travel Blogger Awards  
2016

02<sup>nd</sup> - 07<sup>th</sup> June 2016

## 1. About TBCasia 2016

TBCasia is divided into three segments, namely, the Pre-conference tour which will be held from **2<sup>nd</sup> to 6<sup>th</sup> June 2016** and the One-day conference on the **7<sup>th</sup> of June**, followed by the Cinnamon Travel Blogger Awards.

**Part 1** will be the hosted trip for bloggers who will be finalists of the Travel Blogger Awards as well as nominated bloggers to experience some of the best of what Sri Lanka and Cinnamon Hotels & Resorts has to offer. This takes places from the morning of the 2<sup>nd</sup> June through to the end of 6<sup>th</sup> June, 2016.

**Part 2** is the full-day conference, to be held at Cinnamon Grand Colombo on the day of the 7<sup>th</sup> of June. As a Speaker at the conference, you would be required to make a presentation on a topic related to blogging and the industry before those present.

**Part 3** are the Cinnamon Travel Blogger Awards which are aimed at recognizing the best bloggers from around the world. The awards ceremony will be held on the 7<sup>th</sup> of June 2016 following the conference.

More details on the three segments of TBCasia 2016 are detailed below.

### 1.1 Pre-conference tour

As a speaker, you are most welcome to join on pre-conference tour along with the bloggers, where you will get to experience the rich history, culture, nature and beaches of Sri Lanka. Mini workshops will be held during the tour to engage bloggers and promote knowledge sharing sessions.

This tour was found to be a very enriching experience for both the hosted bloggers as well as the speakers who joined the tour last year, as it enabled them to tailor make their presentations to suit the bloggers and also to gain much more insight into the local travel industry.

Four itineraries will be followed and should you join the tour, you may choose any of the itineraries which will be shared with you prior to your visit to Sri Lanka.

## 1.2. Conference

The Conference will take a similar format as that of the 2014 edition, where a total of 250 participants attended the conference to gain insights from leading Digital Media professionals representing world-renowned organizations such as BBC Travel, Google, Revinate, Trip Advisor, 4bgb PR, Distilled, and many more, about trends, tools, and methods to improve blogging and how to improve your business by using powerful digital techniques.

The conference will be separated into two tracks, as was done during TBCasia 2014, namely, the industry participants' track and the bloggers track so that topics catering to both audiences would be covered.

Some of the topics covered during TBCasia 2014 were as follows:

- 'Content Isn't King, Good Content Is' - Insight to Travel Media & Blogging
- Don't be Anti-Social on Social media - Social Media for Your Business
- How to find and work with Travel Bloggers
- Optimize your search engine to maximize visibility' - The importance of SEO and PPC's in the new age
- Ethical concerns in blogging
- SEO Update: surviving in the panda world
- 'Good Digital Reputation, Great Tangible Revenue' - Driving Sales through Reputation Management and Effective use of Digital Marketing
- Why Blog about your Destination - Impact of Blogging on your business.

TBCasia provided an opportunity for the bloggers to interact with professionals from the Travel and Hospitality industry, including both local and foreign representatives of Tourists boards, travel agents and other stakeholders. TBCasia 2016 will feature a similar ethos but on a larger scale.

## 1.3. Cinnamon Travel Blogger Awards

The conference will end with the grand Travel Blogger Awards ceremony, where the shortlisted bloggers who participated in the pre-conference tour and one day conference, will stand a chance to become a winner in specific award categories.

The award submissions will close on **15<sup>th</sup> November 2015** and the categories for the awards are as follows:

1. Best travel blog of the year (overall award)
2. Best up-coming travel blogger
3. Best writing in a blog
4. Best travel photography blog
5. Best travel video blog
6. Best food blog
7. Best luxury travel blog
8. Best airline blog
9. Best optimization of social media
10. Best responsible tourism awards

The first stage of the screening process will be conducted by Cinnamon Hotels & Resorts, who will only verify the compliance of the applications as per the given criteria. All applications that have fulfilled the criteria will be uploaded for expert judging.

### 1.3.1. Cinnamon Travel Blogger Awards Process 2016

1. Entries for award applications: 15<sup>th</sup> August 2015 – 15<sup>th</sup> November 2015
2. Initial eligibility screening, by Cinnamon Hotels & Resorts: 15<sup>th</sup> November 2015- 20<sup>th</sup> November 2015
3. Expert Judging Period: 20<sup>th</sup> November 2015-10<sup>th</sup> December 2015
4. Shortlisted Bloggers for awards announced : 15<sup>th</sup> December 2015
5. Pre-conference tour of Sri Lanka: 2<sup>nd</sup> June 2016 -6<sup>th</sup> June 2016
6. TBCasia 2016 & Cinnamon Travel Blogger Awards Ceremony: 7<sup>th</sup> June 2016 at the Cinnamon Grand Colombo.

## 2. What is required from you as a Speaker

In the event that you are willing to become a speaker at the conference, you will be expected to arrive in Sri Lanka no later than the 6<sup>th</sup> of June to prepare for the one day conference which you will be speaking at.

A Speaker briefing session will be held on the 6<sup>th</sup> of June which is a day prior to the conference to enable you to familiarize yourself with the flow of the conference and also be introduced to the other panel of speaker.

You may also be requested to participate in a panel discussion or moderate a session, depending on the format of the conference.

### 3. What Cinnamon will give

- Return air tickets to and from your destination.
- Full board accommodation at all Cinnamon properties you stay at.
- Airport transfers and all other transport requirements in Sri Lanka.
- All excursions and entrance tickets to sites during the pre-conference tour.

For further information, please contact:

**Mevan Peiris**

Assistant Manager,

Events & Social Media - Cinnamon Hotels & Resorts

Email: [mevan@cinnamonhotels.com](mailto:mevan@cinnamonhotels.com)

Mobile: +94 77 815 6746

or

**Dileep Mudadeniya**

Head of Brand Marketing - Cinnamon Hotels & Resorts

Email: [dileep@cinnamonhotels.com](mailto:dileep@cinnamonhotels.com)

Mobile: +94 71 534 4744