

*Dream of  
Travel Writing*

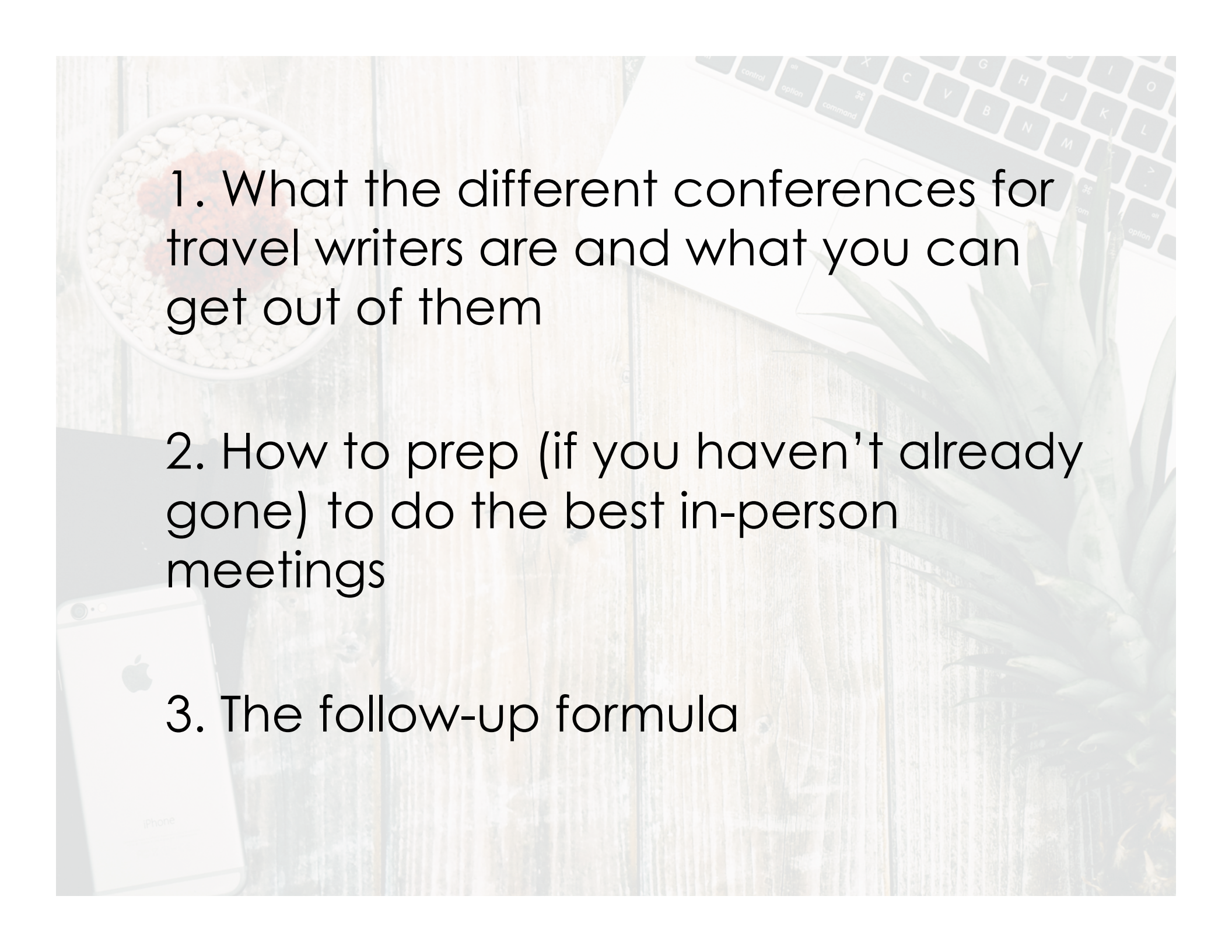
# How to Build Serious Business Partnerships at Travel Conferences

by Gabi Logan, founder of Dream of Travel Writing

A hand holding a vintage brass compass against a blurred background of a mountain landscape. The compass is the central focus, showing its intricate details and a small green gemstone in the center. The background is a soft-focus view of rolling hills and mountains under a bright sky. The text "Today, we're going to talk about..." is overlaid on the image in a clean, black, sans-serif font.

Today, we're going to  
talk about...



A wooden desk with a laptop, a succulent, and a bowl of stones. The laptop is a silver MacBook with a white keyboard. The succulent is a green, spiky plant in a white pot. The bowl is white and contains white and red stones.

1. What the different conferences for travel writers are and what you can get out of them

2. How to prep (if you haven't already gone) to do the best in-person meetings

3. The follow-up formula

A wide-angle photograph of a large freight train yard at sunset. The scene is filled with numerous tracks and train cars, including many white tank cars. The sun is low on the horizon, creating a warm, golden glow and long shadows. The sky is filled with soft, orange-tinted clouds. In the background, some industrial buildings and structures are visible.

Before we get this train moving...

Why do we even want to spend the time and money to go to these conferences anyway?






1. Connection

2. Possibility

3. Education

4. Cold hard opportunity

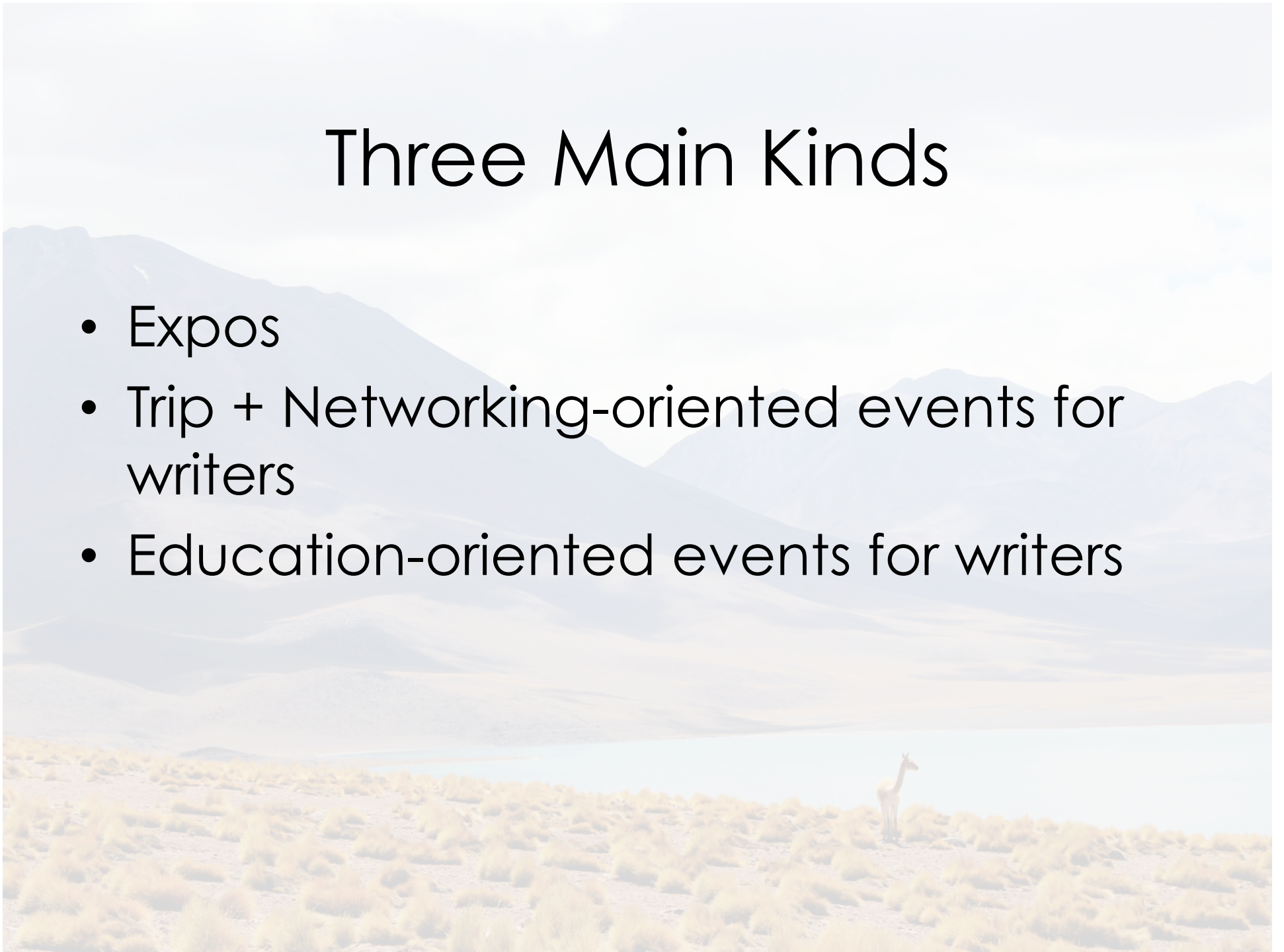
A person is holding a globe of the Earth. The background is a blurred world map. The text is centered over the image.

What kind of  
conferences  
are out there?



# Three Main Kinds

- Expos
- Trip + Networking-oriented events for writers
- Education-oriented events for writers



Adventure Travel Show  
Adventure Travel Trade Association  
Conference  
Book Passage Travel Writers and  
Photographers Conference  
Creative Conferences (multiple  
events with different focuses each  
year)  
DMAI Annual Convention  
Ecotourism and Sustainable Tourism  
Conference (North American and  
Global each year)  
Eye for Travel (multiple locations)  
Future Travel Experience Expo  
Go Global Expo (multiple locations)  
International Luxury Travel Market  
(multiple locations)  
ITB Berlin  
North American Travel Journalists  
Association Conference  
New Media Expo  
New York TravFest  
Writers Digest Conference (multiple  
locations)

PhoCusWright Conference (multiple  
locations)  
SKIFT Conference  
Society of American Travel Writers  
Conference  
TBEX (North America, Europe, Asia;  
locations change each year)  
The Boston Globe Travel Show  
The L.A. Times Travel Show  
The New York Times Travel Show  
Travel + Social Good Summit  
Travel Blogger Destination Italy  
Travel Classics  
Travel Mart (multiple locations)  
Traverse  
Women in Travel Summit  
Women's Travel Fest  
World Domination Summit  
World Travel Market (multiple  
locations)



# The 5 Step Prep + Plan

1. Set your goal (just one main one)
2. See who will be at the event to meet your goal
3. Plant the seeds
4. Keep your eye on the prize
5. Don't put too much pressure on the first meeting



If there will be speed  
dating...

...don't be a paper pusher

(or the iPad "investor  
demo")






Where the magic  
really happens....

The Follow Up

# If there will be speed dating....

- Car owner magazines
  - Mercedes Benz
  - Acura
  - Lexus
- Cruise company
  - Cunard
  - Norwegian
  - Almost all through PPI group
- Hotels
  - Auberge Food of Place
  - Ritz Carlton
  - Marriott Destino (geo specific)




A person is standing on the peak of a grassy cliff, looking out over a vast ocean under a hazy, sunset sky. The scene is bathed in a warm, golden light, creating a serene and contemplative atmosphere. The person is silhouetted against the bright horizon.

Don't #1

Talk about you



A photograph of a metal walkway with railings leading through a dense forest. The walkway is made of metal grating and has a curved railing on both sides. The forest is lush with green trees and foliage, creating a sense of depth and perspective. The overall tone is slightly muted, giving it a contemplative feel.

Don't #2

Lack a reason for  
reaching out and a  
way forward

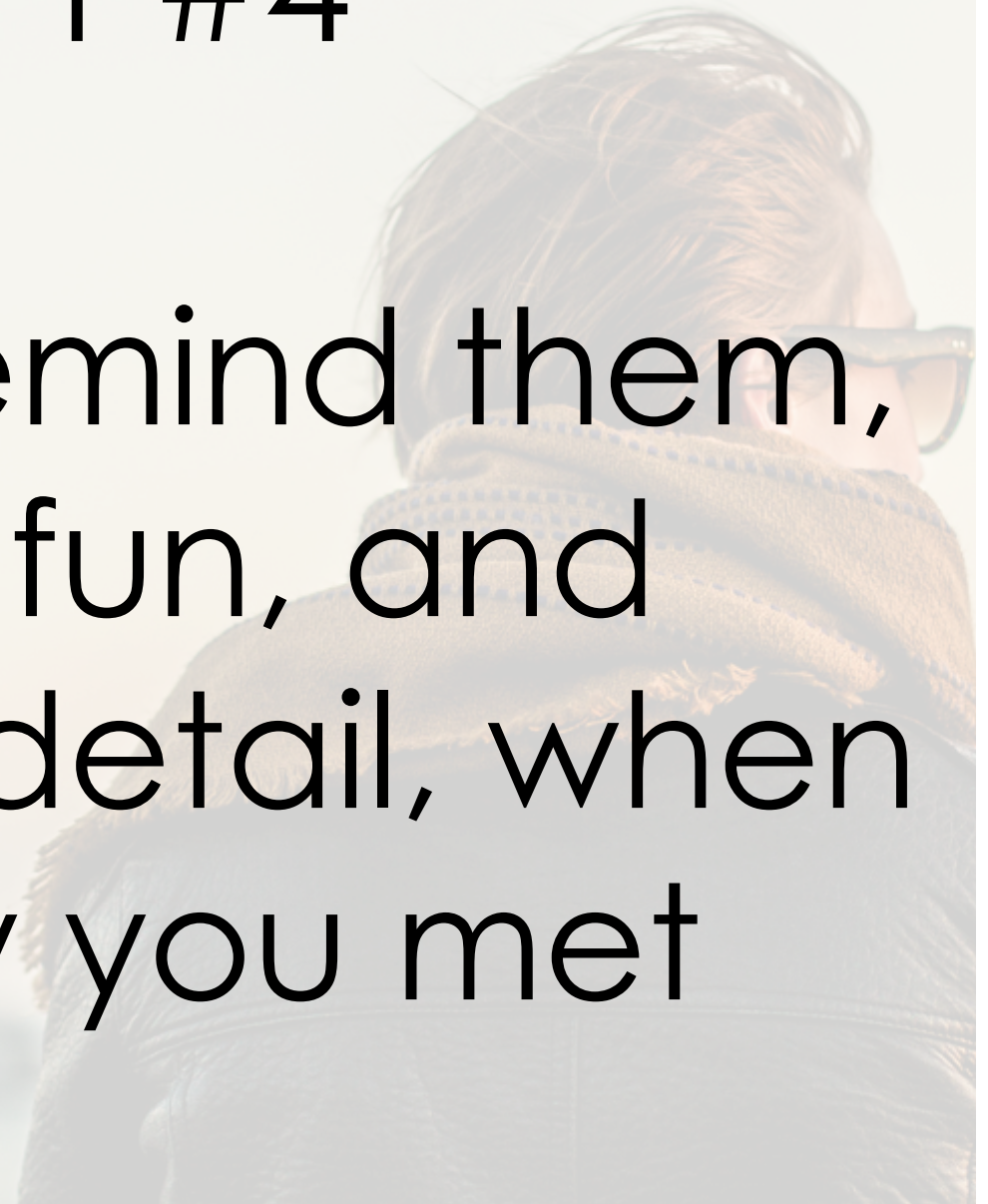


# Don't #3

Clutter the follow up  
with too many  
requests / bits of info  
(especially not on what  
**you're** doing)

# Don't #4

Forget to remind them,  
in clear, fun, and  
endearing detail, when  
and how you met





## Don't #5

Miss the opportunity to  
leave a helpful, capable,  
giving impression

(a.k.a the psychological  
power of helpfulness)

# Putting it Today

1. How/when/why you meet  
(awesomely...if it's not, make it so)
2. Why you are writing and the next steps on **that one thing**
3. No other extraneous information about what you are up to/where you're traveling to/where to follow you in IG/FB/etc.
4. Immediate value for them (an introduction, something to read, an idea of who to pitch that you met)



Thanks so much  
for joining us today!

It was a pleasure chatting  
travel writing with you 😊

Whenever you need to double check an idea fit, your assumptions about editors, or your self doubt on whether your idea is good, email [questions@dreamoftravelwriting.com](mailto:questions@dreamoftravelwriting.com).

