



BUSINESS TRAVEL SHOW EUROPE BLOG GUIDELINES

We're always on the lookout for great blog content. They raise awareness of your company and the fact that you're exhibiting. We share all of our blog posts on our social media channels, which have over 34,000 followers.

Good topics for this year? Pandemic recovery, sustainability, eco-travel, risk management, cost-cutting, ground transportation, data, distribution, personalisation, technology, SBTs, traveller wellbeing, frictionless travel...

The blog can be viewed in the [Media Hub](#) on the Business Travel Show Europe website meaning it will benefit from general user traffic as well as people being directed to your website.

You can see some great examples from the archive at <http://businesstravelshow.blogspot.co.uk/>

ABOUT THE BLOG

- Our blog has been viewed over 191,000 times
- You can upload as many blogs as you like as long as they meet the criteria outlined below
- There are no deadlines, but the sooner you send them the better as the blog gets very busy in the final four weeks and we post one per day

GUIDELINES FOR CONTRIBUTING

- Be informative. Write what buyers will want to read. We can't use sales or PR copy – please don't send a rehashed press release or a blog that has already been used online
- Please write between 300 and 600 words max
- Include images, keywords, hyperlinks and consider SEO – please make sure you own the rights to use the images that you send to us
- Write in the first person
- Include stats, if possible, with sources
- Include a line at the end saying who has written the blog, her/his job title, company name and link to your website. For example:

This blog was posted by Lisa Arredondo, Director of Strategic Development, FocusPoint International, who are exhibiting at Business Travel Show Europe next week. Please register for your free visitor pass at www.businesstravelshoweurope.com

WHAT MAKES A GOOD BLOG POST?

These are among our best-read:

<https://www.businesstravelshoweurope.com/blog/anticipating-change-the-road-ahead>

<https://www.businesstravelshoweurope.com/blog/sustainable-business-travel-post-pandemic-beyond>

<https://www.businesstravelshoweurope.com/blog/top-5-considerations-for-meetings-managers-as-in-person-events-return>

<https://www.businesstravelshoweurope.com/blog/tmcs-much-more-than-just-experts-in-booking-travel-and-meetings>

SUBMITTING YOUR BLOG

You can upload your blog in the e-zone. Please follow the instructions below;

Website profile checklist > 'Write a blog post to be part of the Business Travel Show Europe Blog' > Add new

Then add:

- Title
- Date
- Author
- Image
- Image Caption
- Abstract
- Intro text
- Description

Then press Submit.

WHAT TO DO NEXT

All blogs will have to be approved before they are published on the website. When your blog has been approved and published, we will send you a direct link to the blog. Please share it across your social media channels with the hashtag #BTShowEu – sharing makes a huge difference to your blog's visibility and ensures that it reaches your followers as well as ours.