

Arkansas Women Bloggers

Gather . Grow . Connect

Arkansas Women Bloggers Unplugged: *Retreat & Conference*

August 24 – 26, 2012 • Ozark Folk Center Center • FOODIE FRIDAY EVENT DETAILS

This year, based on the interest of so many of our blogger friends across the state of Arkansas, we have developed a “Foodie Friday” add-on day (\$25 per person – a steal!) on Friday, August 24 preceding the full Arkansas Women Bloggers Unplugged conference. We'll be inviting participants to arrive and kick off their foodie adventure at noon on Friday, and to participate in four dedicated learning sessions in addition to hands-on activities and interaction. The day will be headlined by one of our favorite foodie bloggers: nwaFoodie (Lyndi Fultz)! You won't want to miss this jam-packed day of fun and learning and... of course... plenty of food! See you at the Ozark Folk Center!

- 12:00 p.m.** Kick-off Foodie Friday Event: Introductions & Our Foodie Friday Presenting Sponsor
Group Session 1: Working With & Representing Food Businesses
What do you need to know? How should you reach out to products/brands? What do they seek in a food blogger?
- 12:30 p.m.** Group Session 2: Food Photography
True photography professionals will talk you through tips, lighting, settings, shooting with digital versus DSLR versus (gasp!) your phone.
- 1:15 p.m.** Group Session 3: Food Prep & Styling
Potentially the most fun of the day: we'll have a giant basket of food props and resources to help you set-up, style and serve great meals!
- 2:00 p.m.** Afternoon Break
- 2:30 p.m.** Group Session 4: Foodie Tech Tips (Panel Session)
Who is using what, and why is it helpful? From UrbanSpoon to Yelp to food communities and other apps and tools for foodies, we'll discuss what is available.
- 3:15 p.m.** Group Session 5: Exceptional Food Blog Content (Panel Session)
Best practices for planning and scheduling content, sharing recipes, how to handle recipe adaptations, protecting and copyrighting your recipes.
- 4:00 p.m.** Food Preparation Session (Hands-On)
Ready to put all your new knowledge into action? Help us prepare a potluck style array of evening appetizers for other conference attendees! The Ozark Folk Center's world-renowned herbalist and author of several books, Tina Marie Wilcox, will join us for a fun foodie session.
- 5:00 p.m.** Evening Welcome Reception
There IS a catch! All of our Foodie Friday participants will have arrived early and spent the day together getting to know one another and breaking the ice. We ask you to serve as our Arkansas Women Bloggers Unplugged conference ambassadors by helping us warmly welcome and serve appetizers (prepared by you!) to the rest of our full conference attendees. We figure it's the best reminder of why you're a foodie blogger: you're a great hostess and love nothing more than helping others enjoy life to the fullest!
- 6:00 p.m.** Experiential Food Writing: Group Session
The last activity during our special Foodie Friday add-on will be open to all conference attendees, giving them a taste of what they missed! NwaFoodie and friends will lead a session preparing you for an extended weekend of writing and exploring topics with all your senses.

Current Speakers & Panelists (more to be announced soon!)

- Lyndi Fultz, [nwaFoodie](#) (our Foodie Friday Hostess!)
- Amy James, [Our Everyday Dinners](#)
- Julie Kohl, [Eggs & Herbs](#)
- Stephanie McCratic, [Evolved Mommy](#)

Arkansas Women Bloggers: A place to gather, grow connect.

