

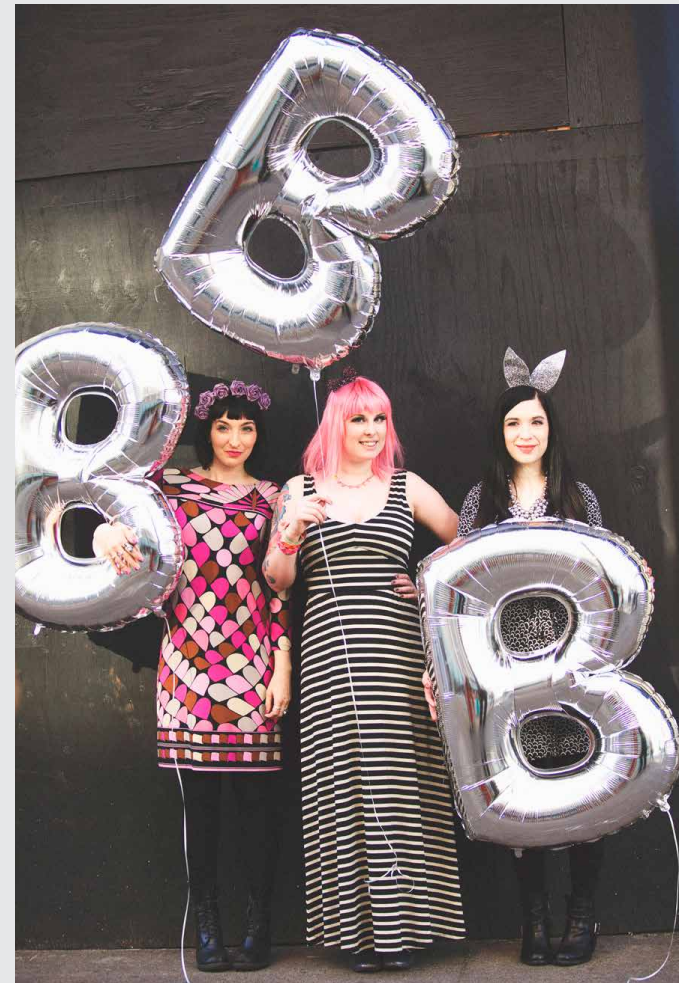
# BLOGCADEMY™

OFFICIAL MEDIA KIT

2014



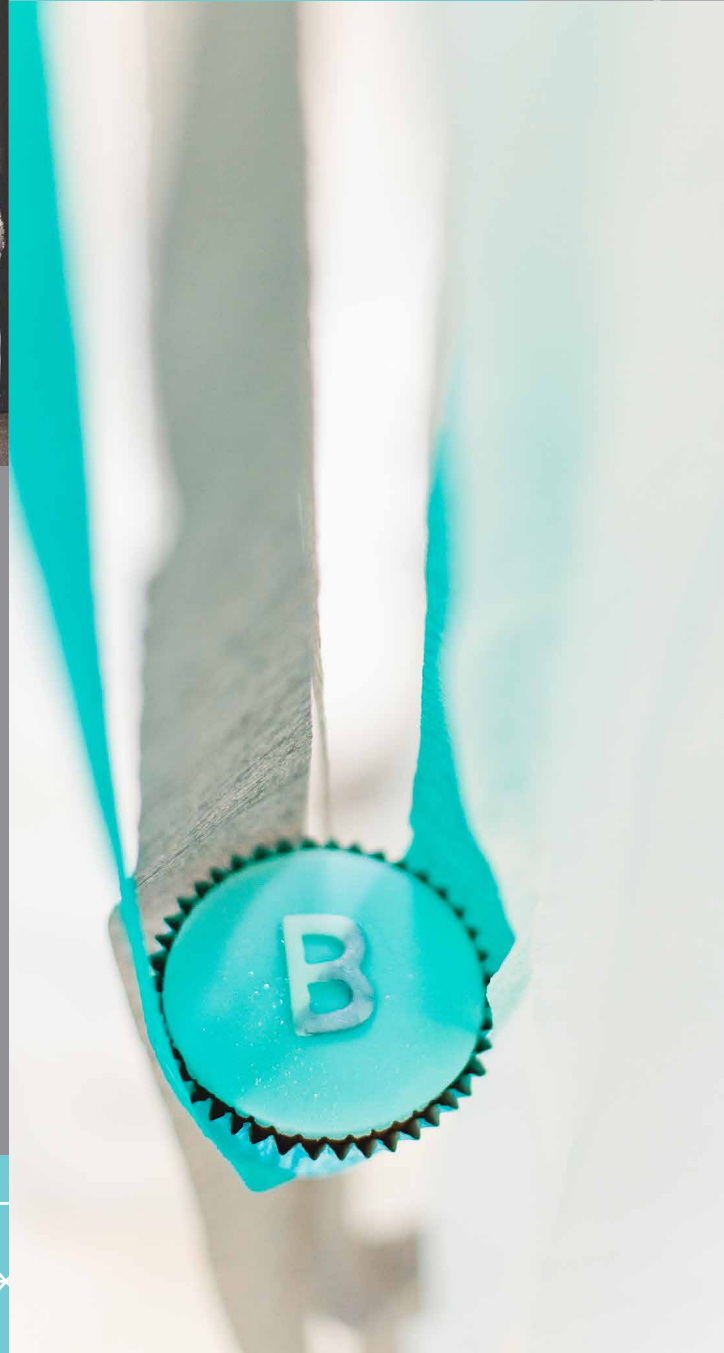




A large, stylized letter 'B' in a light blue color, set against a teal background. The 'B' has a modern, geometric design with a white outline.

AT THE  
BLOGCADEMY,  
WE'RE PASSIONATE  
ABOUT CREATING  
QUALITY LONG-TERM  
PARTNERSHIPS.

GALA, KAT & SHAUNA



PHOTOS: SHELL DE MAR AND MADE U LOOK PHOTOGRAPHY

# WELCOME TO THE BLOGCADEMY.

THE BLOGCADEMY IS *a* TWO DAY WORKSHOP *for* BLOGGERS WHO WANT *to* PUSH THEIR ONLINE PRESENCE *and* BUSINESSES *to* THE NEXT LEVEL.

**T** Taught by three high-profile bloggers, Gala Darling (Gala Darling), Kat Williams (Rock n Roll Bride) and Shauna Haider (Nubby Twiglet), The Blogcademy is a two-day workshop covering everything related to blogging strategy, branding and personality any blogger has ever wanted to know.

At The Blogcademy, we let 30 enthusiastic bloggers in on our business secrets and hard-won techniques. In addition to accessing these passionate users of social media, as a sponsor, you get the endorsement and personal stamp of approval from the three headmistresses.

Our blogs have partnered with companies like Virgin Records, Adidas, Starbucks, Google and JCPenney. We have been featured in the New York Times, Teen Vogue, The Guardian and on CBS and ABC News. With a collective reach of 1,000,000 -- not to mention the networks of the students we teach in every class! -- you are perfectly positioned to influence the young, connected and passionate audience you want to reach!



# THE BLOGCADEMY HEADMISTRESSES



## GALA DARLING

*Writer and Founder  
of Galadarling.com*

Gala Darling's unrelenting devotion to positivity & magic has earned her cult celebrity status & rabid fans all over the globe, from India to Sweden.

From the massive number of hits her website garners on a monthly basis to her legendary Things I Love Thursday lists, this writer, nomad & international playgirl easily transfers her enthusiasm for life into the written word.

Described in the New York Times as "a Web-tethered gadabout", she was recently named one of the 10 most influential style bloggers in the world (Fashionista). She has

been described as "a tattooed Miss Manners" (The Bargain Queen), a "downtown Carrie Bradshaw" (Elle) & a "New York City society gal" (Filament). Celebrity stylist & icon Rachel Zoe says Gala & her site are "très chic".

Gala has been featured prominently in The New York Times, New Zealand Herald, Teen Vogue, New York Post, Elle, Cosmopolitan, Time Out New York, Sydney Morning Herald, The Daily Telegraph, Next, Cleo, Girlfriend, The Age, Sunday Herald Sun, The Dominion Post, Inked magazine, Glasgow Guardian & on CBS & ABC News, among many others.

PHOTOS: MADE U LOOK PHOTOGRAPHY

## SHAUNA HAIDER

*Founder of Nubbytwiglet.com,  
Creative Director at We Are Branch*

Graphic designer Shauna Haider has built a name for herself over the last five years through her internationally recognized design studio, Nubby Twiglet. She has successfully collaborated with upwards of 100 small businesses on branding and advertising campaigns. Nubby Twiglet is also the title of Shauna's popular design and lifestyle blog where she shares her knowledge and insights with readers from around the world while providing career advice.

Combining her razor-sharp design aesthetics with a passion for branding and marketing, Shauna has teamed up with the likes of Adidas, Forever 21, Nike, Smith Optics, Solestruck, Virgin Records and The Wall Street Journal on various creative endeavors.

The branding of Nubby Twiglet has been published in *Super Identity* (Hong Kong) and her design insights were recently included in *Work For Money, Design for Love* by best-selling author David Airey.

After clocking five years of branding experience both at the agency level in addition to working with her own clients, Shauna has witnessed the good, the bad and the downright ugly firsthand and wants to share exactly what she's learned about the sometimes elusive art of branding through it all with you at The Blogcademy.



*Founder of Rocknrollbride.com and  
Editor-in-Chief, Rock n Roll Bride Magazine*

## KAT WILLIAMS

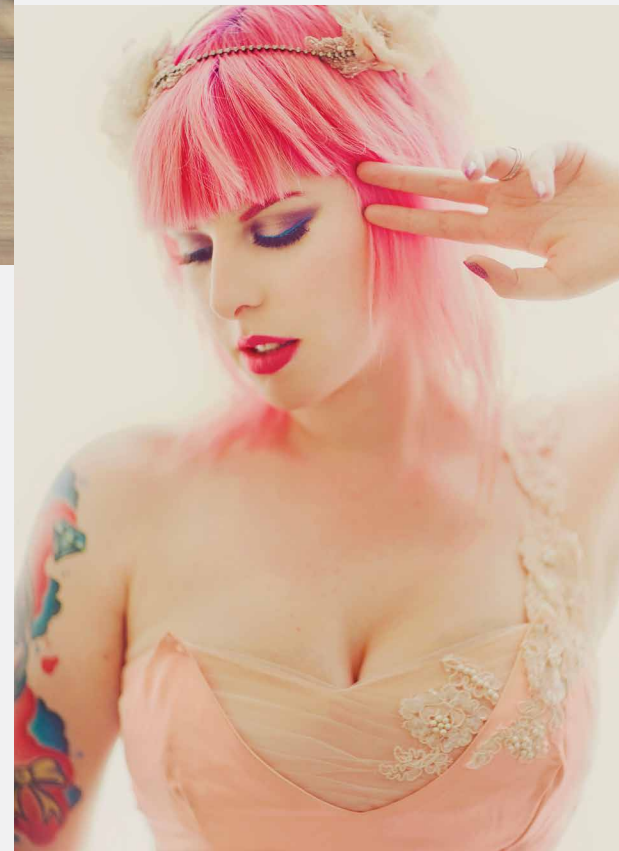
Topping 'influential blogger' lists throughout the UK and beyond, Rock n Roll Bride is the brainchild of ex-television producer Kat Williams. Launched in 2007, it has quickly grown from 'just another bride blog' to one of the biggest in the world.

As the first ever UK based wedding blog, Rock n Roll Bride has been featured in every major wedding magazine in the UK (Wedding Magazine, Cosmopolitan Bride, Brides, You & Your Wedding, Perfect Wedding, Wedding Ideas, Unique Bride) as well as many smaller, regional and international wedding magazines (Southern Weddings Magazine (US), Irish Brides (Ireland), Confetti (Ireland), Wed (Devon & Cornwall) to name a few).

Non-wedding press includes major features in Marie Claire Magazine (UK, Australia & India), Cosmopolitan Magazine, The British Journal of Photography, Easy Living, Company Magazine, Tattoo Revolution, The Guardian, The Sunday Times Style Magazine and The Daily Express.

Kat writes a monthly column for Photo Professional Magazine, and is a regular contributor to Vintage Life Magazine, Unique Bride and Perfect Wedding.

Rock n Roll Bride has won a multitude of industry awards, the highlight of them being the award for 'Best Wedding Blog' by Cosmopolitan Magazine in October 2011.







WE ARE TAKING THE BLOGCADEMY WORLDWIDE! WANT *to* GET YOUR COMPANY NOTICED? GALADARLING.COM, ROCKNROLLBRIDE.COM, NUBBYTWIGLET.COM *and* THEBLOGCADEMY.COM HAVE *a* COMBINED TOTAL REACH *of* OVER 1,000,000, ENCOMPASSING *a* TRULY GLOBAL AUDIENCE!



**SAN FRANCISCO** CHICAGO **VANCOUVER** **CALGARY** LONDON **BERLIN**  
AMSTERDAM **NYC** **WASHINGTON D.C.** SYDNEY **MELBOURNE** **AUCKLAND**

## COMBINED SOCIAL STATS

-  **TWITTER FOLLOWERS: 70,000+**
-  **FACEBOOK "LIKES": 104,000+**
-  **INSTAGRAM FOLLOWERS: 40,000+**
-  **PINTEREST FOLLOWERS: 59,000+**

**100% OF ATTENDEES  
SURVEYED SAID THAT  
THEY WOULD WANT TO  
ATTEND ANOTHER  
BLOGCADEMY EVENT.**

**100% OF BLOGCADEMY ATTENDEES WOULD RECOMMEND THE EVENT TO THEIR FRIENDS.**

# SPONSOR

SHARE *your* WARES WITH *the* WORLD!

## THE DETAILS

The Blogcademy is always looking for new sponsors for our events and goodie bags. Our attendees are a mix of well-informed, educated bloggers, executives and small business owners with an eye for fashion and design.

## WHAT YOU GET

In exchange for providing your wares, you'll receive a mention on our sponsor postcard that goes inside each goodie bag as well as mentions in *3 total posts* on the following blogs:

1. Gala Darling
2. Rock n Roll Bride
3. Nubby Twiglet

\* Custom partnerships are available as well — just ask for more details!



# TESTIMONIALS

Here's what Blogcademy attendees are saying...

“I just wanted to say thank you so incredibly much for the Blogcademy. I learned even more than I expected, and I can't even express the ways this class has opened my mind to possibilities that I didn't even consider beforehand, and given me more courage to try some of the ideas that I had bouncing around the back of my mind...”

— KIM McCLESKEY

“The Blogcademy was so much more than a blogging workshop. All weekend I was surrounded by my 30 classmates who all proved to me that no matter where you are headed in life with ambition, drive and a kick ass attitude you will end up where you want to be. As soon as I got off the elevator on the first day, I could just feel the positive energy radiating from the classroom. The Blogcademy introduced me to new bloggers, wedding planners, veteran bloggers, photographers, and designers. It was such a refreshing experience to witness all of the support and kind words from such a diverse group.”

— LIZ DAVIS

“Truth be told I've been trying to get my mojo to sing loud and proud for an age, to middling success. To get things hip hop moving along I spent a couple of days at the first ever Blogcademy in New York city. It was hands down one of the best things I've done to move my ideas forward in a really long time. The BEST. I think I may have a choir of mojo about to sing Hellalujah. It got me thinking about how we get our mojo's to sing.....”

— MAREE FORBES

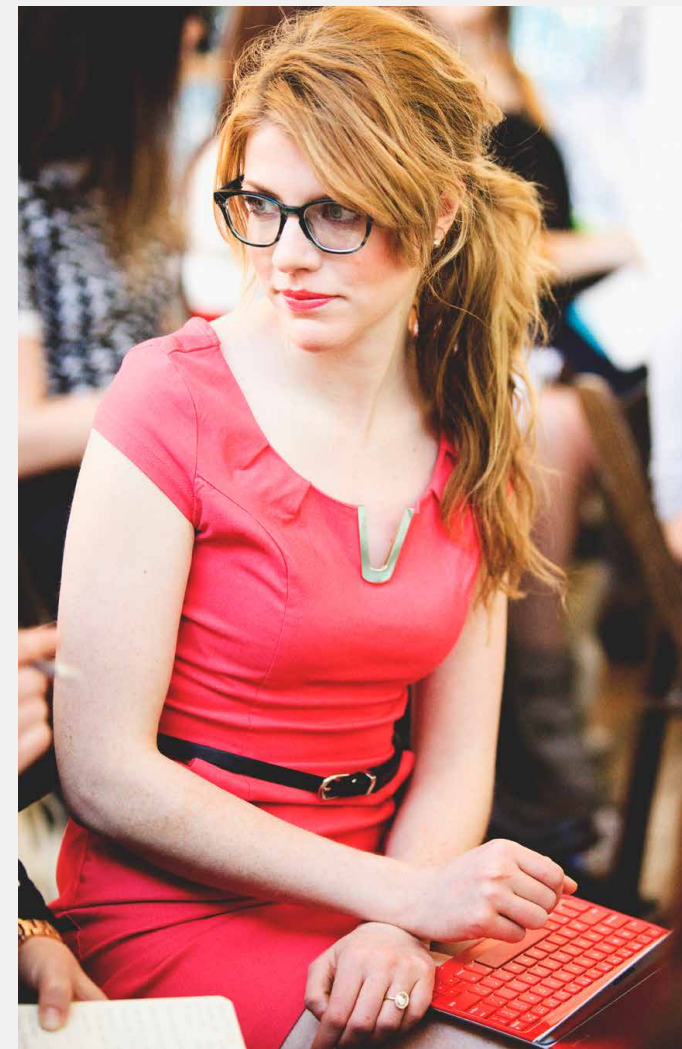
“When I initially booked in for my Blogcadet training, I was concerned about the cost – but I left utterly satisfied, and genuinely convinced that the time, effort and sheer volume of actual applicable, real-world advice that you packed into our little London jaunt was worth its weight in gold. The result: I feel so well-equipped with the guidance I need to take my blog to lofty, Eiffel Tower-ish heights, and invigorated and energized to get my butt into gear and do it!”

— CAROLINE GELLATLY



“THIS PAST WEEKEND I WENT *to* THE BLOGCADEMY *and* OH MY HEAVENS. I HAVEN'T FELT THAT KIND *of* MAGIC SINCE THE SUMMER *of* 2010.” — ANGELA RUMEL

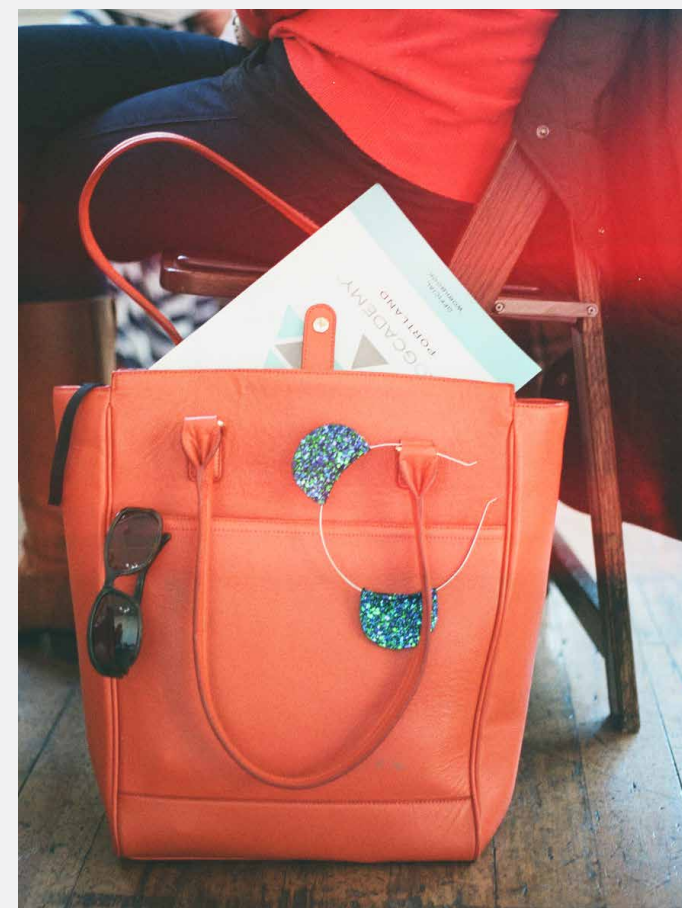




“OVERALL, BETWEEN *the* QUALITY and QUANTITY OF *the* INFO THAT GALA, KAT and SHAUNA SHARE, *the* BEAUTIFUL BRANDING THEY’VE CREATED and *the* WARMTH and SPARKLE of THEIR PERSONALITIES, THESE GALS HAVE ASSEMBLED a WINNING COMBINATION. I FEEL SO LUCKY to HAVE BEEN a PART of THIS and WOULD HIGHLY RECOMMEND IT to ANYONE LOOKING to GET INSPIRED and PUSH THEIR BLOG TO THE NEXT LEVEL.” — LILY



PHOTOS: MADE U LOOK PHOTOGRAPHY





“I don’t think I learnt as much in a year at Uni as I did from The Blogcademy girls in two days. That’s where I think The Blogcademy really shines, we were given real life scenarios and case studies and things were explained in perfect detail. It is blatantly obvious that the three lovely teachers know what they are talking about because they have lived and breathed it for years.”

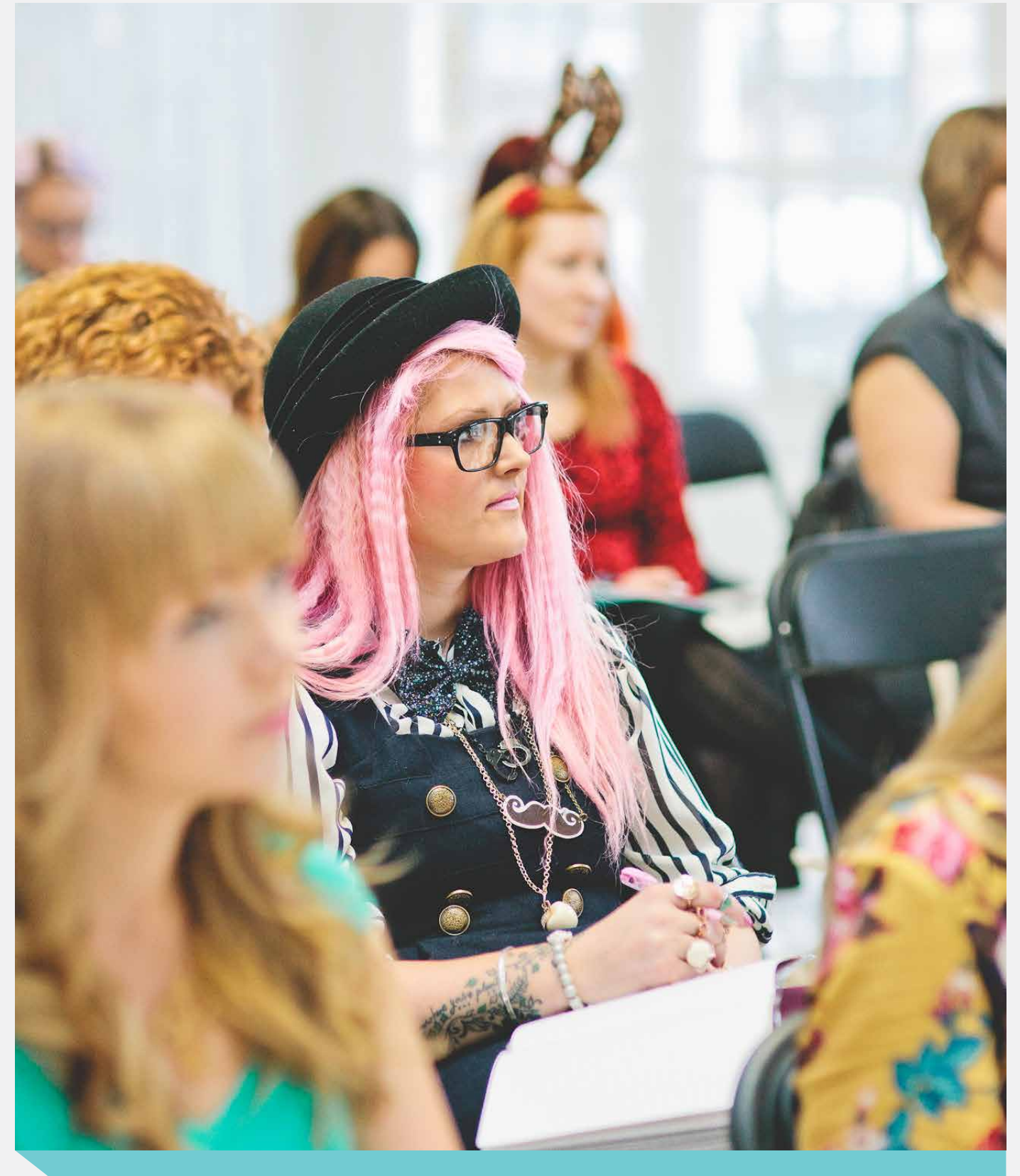
— HAYLEY JUDD

“The workshop’s style and delivery were perfect for the way I learn. Informal, packed with awesome content (from lessons learnt, tips, the basics, what works, what doesn’t etc) and with loads of space for Q&A. I came away learning SO MUCH about all things blogging and how to make my blog fabulous. I am inspired with a game plan = ignited. And unexpectedly I learnt about the power of really living my mojo, singing from my own voice full time (not part). Over two days I soaked up the authentic voices of our teachers and it unconsciously washed over me and settled into my psyche. Seeing somebody else rocking it out prompts your subconscious to say “hey, why not join in?””

— MAREE FORBES

“DON’T BE FOOLED BY *the* PINK SPARKLES and BUNNY EARS, THERE’S NOTHING FRIVOLOUS ABOUT THE BLOGCADEMY. REAL BUSINESS ADVICE FROM THREE SUCCESSFUL PROFESSIONAL WOMEN WHO *are* DOING IT THEIR WAY... *in* FABULOUS SHOES.”

— SCARLETT NYMPH



“JUST BEING IN *the* SAME ROOM as GALA, KAT and SHAUNA MAKES YOU FEEL LIKE YOU CAN DO ANYTHING.”

— EMILY FISHER

PHOTOS: SHELL DE MAR





# 2014 TOUR SCHEDULE

## SAN FRANCISCO

MAY 10TH & 11TH, MAKESHIFT SOCIETY

## CHICAGO

MAY 17TH & 18TH, THE BARKERS

## VANCOUVER

JUNE 7TH & 8TH, SOUNDHOUSE STUDIOS

## CALGARY

PROUDLY PRESENTED BY CALGARY FASHION  
JUNE 14TH & 15TH, HOTEL LE GERMAIN

## LONDON

JULY 19TH & 20TH, CURTAIN ROAD STUDIOS  
JULY 22ND & 23RD, CURTAIN ROAD STUDIOS

## BERLIN

JULY 26TH & 27TH, AGORA COLLECTIVE

## AMSTERDAM

AUGUST 2ND & 3RD, THE THINKING HUT

## NEW YORK CITY

SEPTEMBER 27TH & 28TH, VENUE TBC

## WASHINGTON, D.C.

OCTOBER 4TH & 5TH, VENUE TBC

## SYDNEY

NOVEMBER 29TH & 30TH, STUDIO 2204

## MELBOURNE

DECEMBER 3RD & 4TH, THE ESTABLISHMENT STUDIOS

## AUCKLAND

DECEMBER 6TH & 7TH, VENUE TBC



## GET IN TOUCH

IF YOU'D LIKE *to* BOOK A SPONSORSHIP FOR *a* CITY  
*or* WANT *to* DISCUSS *a* CUSTOM PACKAGE TAILORED  
*to* YOUR COMPANY, PLEASE GET IN TOUCH!  
WE CAN'T WAIT *to* WORK WITH YOU!

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