

# blogosphere events





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**W**e've had a very busy few months attending events at Blogosphere HQ. And as the events world slows down with the onset of Coronavirus, it's nice to look back and reminisce about the fun times that were had. We hope it won't be too long before events are back on their feet, but in the meantime, here is what you can expect from this supplement!

We attended a Blogger Christmas event with jewellerybox back in December, where they showed off their amazing new collection (p4).

We were lucky to attend music-licensing platform Lickd's launch party at the incredible Abbey Road Studios in December, too. The exclusive party included a performance from the one and only John Newman! (p6).

Our fitness levels were put to the test by our Fitness Influencer of the Year Leela Jasmine Sule at her Lift & Grow Girl event (p10), and we were treated to Aperol Spritzes and a DJ performance to celebrate the launch of the Fifth Talent (p28).

Blogosphere were also asked to record a live episode of our podcast at Vidcon (p20), and to present to Campari HQ (p22) all about the state of influencer marketing. We love participating in events - so if you are planning one in the future (2021?), please do get in touch!

**The Blogosphere team x**

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# jewellerybox

One Thursday evening back in December, we made our way to the jewellerybox Blogger Christmas event to take a look at the latest collection.

The event was hosted at Fora (Clerkenwell) in a big space with lush sofas and ivy covered walls. It was beautifully decorated with Christmas trees, fairy lights and star-filled balloons. Upon arrival, we were greeted with champagne from the jewellerybox team.

We made our way around the room, chatting to some familiar faces and browsing the displays.

From dainty adjustable rings and charm bangles to glitterball earrings and reindeer necklaces, there is something for everyone. jewellerybox is one of our favourite places to get affordable pieces and they make great gifts too!

Having grabbed another glass of champagne and some nibbles (we went for the profiteroles - it was the start of Christmas after all), we took our seats. Each table had a range of board games to get the bloggers in attendance chatting, and it didn't take us long to get settled in. We

discussed a whole range of things - from how we all got started with our blogs to sharing our worst date stories. The only thing left to do was gather in front of the photobooth with silly props and get a couple of photos to remember the event.

We really enjoyed the evening, taking a peek at new jewellerybox pieces and getting to chat with other bloggers. It was the perfect start to our festive season! ○

*Photography by*  
[@miraculousphotography.co.uk](http://@miraculousphotography.co.uk)









Olivia Dean



John Newman



“”

Hosted in the  
iconic Abbey  
Road Studios,  
Lickd launched  
themselves in  
true style

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# Lickd Launch Party

In November we welcomed Lickd into the Blogosphere community at our 2-day Festival and were delighted to attend their own event just a few weeks later.

Hosted in the iconic Abbey Road Studios, Lickd launched themselves in true style. The music licensing platform is on a mission to solve the problem

that creators and YouTubers have around legally using commercial music for their content.

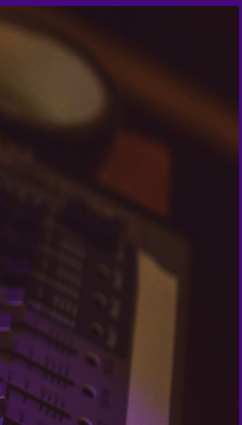
By forging relationships with record labels, Lickd are able to offer creators a license to use music of well-known acts in the music industry, such as Noel Gallagher's High Flying Birds and Melanie C.

Another big name to join the platform was revealed on the night - John Newman, the man behind the #1 UK hit 'Love Me Again'. Joining him was up and coming singer/songwriter Olivia Dean, both performing a short setlist of their music that turned the event into an intimate gig for attendees. ○









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# Lift & Grow Girl

**G**et Up and Grow Girl is a community founded by Blogosphere Fitness Influencer of the year Leela Jasmine Sule, whose goal is to empower women through weightlifting. Leela is a London-based personal trainer and wellness coach. We signed up to the Lift and Grow Girl event while at the Blogosphere Festival and Leela promised to motivate us to get back to the gym. She did not disappoint!

Just before going home for the Christmas break, we headed to The Gym in Charing Cross, packed our things into a locker and nervously awaited the start of the workshop. The group got split into two groups of five. Michaela, a member of the Get Up & Grow Girl team, brought our group

over to the leg press machine and challenged us to a set of horizontal leg presses followed by jump squats and wall squats. We took it in turns until we were all feeling the burn and then moved onto hip thrusts, jumping lunges and push ups. We then swapped instructors and Leela taught us how to properly do barbell deadlifts, followed by planks and pull-ups.

Once Leela was satisfied that we'd worked up enough of a sweat, we headed to a free space to grab some healthy lunch. There was unanimous "Yuuummmmm!" sounds as we all dug into the salad provided, shortly followed by each of us begging Leela to send us the recipe later! Leela hosted a wellness chat and told us all about the Lift and

Grow program she provides, which is where they join you up with another member to train together with a trainer so you're getting a social aspect and support network for a more affordable price.

After lunch and the wellness chat, we moved onto the Barre class. Michaela taught us a number of moves and routines, which was a fun new workout as a newbie and a great way to end the day. We could instantly tell that we were using new muscles we hadn't used before!

We left feeling strong and motivated after a really fun day. The best part was that it felt like we'd spent the day hanging out with friends, which technically we did but we also had a really good workout. One that we certainly felt the next morning! ○





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The best part was that it  
felt like we'd spent the day  
hanging out with friends







Leela Jasmine Sule





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# P&O Cruises

**L**aunching this year is P&O Cruises' Iona, the biggest cruise ship specifically built for the UK market. The innovative LNG-powered ship will be able to hold 5,200 guests and features a three-tier atrium, the first gin distillery at sea and a glass SkyDome, a transformative space for relaxing by day and evening entertainment.

To celebrate Iona, P&O Cruises are pulling out all the stops for a fabulous music festival at sea called #IonaFest.

Taking place in July, guests will enjoy both cruising around the Norwegian Fjords and live entertainment from some popular names in music and dance, including Clean Bandit, The Script, Pixie Lott and Diversity.

Joining them will be P&O Cruises newest ambassador, Gary Barlow, a collaboration that was teased on social media leading up to an event in Marylebone, London in January. The star studded evening

was attended by a number of influencers that have collaborated with P&O Cruises over the years - including Alice Spake, Miss Katy English and Brogan Tate.

After a sit down interview with Ferne Cotton and Paul Ludlow (President of P&O Cruises), Gary Barlow sang a few of his hits to the delight of the crowd, followed by a DJ set to ramp up the party atmosphere. ○

*Photography by Explorewithed and Alice Spake.*













Alice Spake, Katy English and Brogan Tate



Gary Barlow





Rich Mansell



Alice Audley



Steven Bartlett



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# Vidcon

## 2020

**R**eturning to London's ExCeL in February was VidCon, the world's largest event for fans, brands, creators and industry executives of online video. The four-day event began with an 'Industry track' - a day for networking and industry chats, interviews and talks by some of the biggest names in the online world.

Blogosphere were invited to be part of this lineup with a live recording of our podcast, *Serious Influence*. Our CEO Alice Audley (host of the podcast) interviewed Richard Mansell, founder of Base79 and co-founder of After Party Studios with YouTuber Callum McGinley, known online as Callux.

Former Blogosphere magazine interviewees Elle Mills (issue 19) and Arron Crascall (issue 14) were also part of the day's lineup, as well as CEO of Social Chain Steven Bartlett (issue 17) who discussed the evolution and future of social media for brands. ○

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Steven Bartlett discussed the evolution of social media

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# Campari presentation

In early March, we were invited to present to Campari UK at their head office in the Shard. Our Founder, Alice Audley, talked to the Campari team all about Blogosphere and the State of Influencer Marketing. There was a focus on what could be improved within influencer marketing. Alice suggested four main ways to achieve this:

- A deeper look at the supply chain - more transparency on the industry side.
- A more comprehensive way of deciding an influencer's value - ie not just vanity metrics
- More strategy, less sole execution
- Bigger budgets for production

She said: "First, there needs to be more transparency. Agencies are very competitive and it can be a bit of a wild west. We need people to come forward and be open about their margins.

Secondly, we need to find a better way of deciding an influencer's value. It shouldn't just be about eyeballs. I think we need to move to a place where we break it down - first of all expertise, what are their qualifications, differentiation in the field, 2, what platform, time and production costs are going into making the content, and finally 3, how far will it be distributed.

Thirdly, there needs to be more strategy around influencer marketing. Because influencers' audiences are inbuilt, it can

make people lazy with creative. It's also vital to work with the creator and have a dialogue around the content - they are going to know more about their audience than you, and if the campaign flunks - they have more to lose. You could work with a different creator, they can't get a new audience.

And finally, again, we need to stop thinking just about distribution, and start thinking about creating excellent content to be distributed. Budgets can elevate the content and allow influencers to create content that goes above and beyond." We really enjoyed presenting to Campari, and it was great to hear direct from the brand about their views on working with influencers, and what they'd like to see improve too. ○





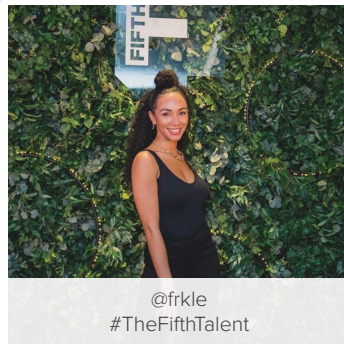
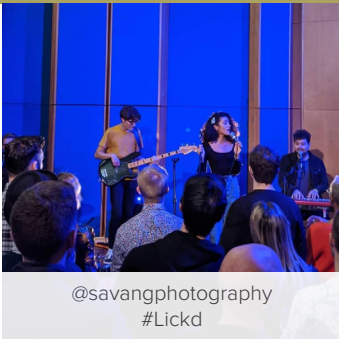
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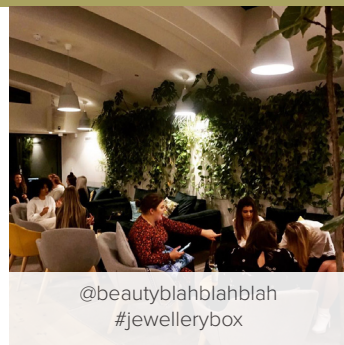
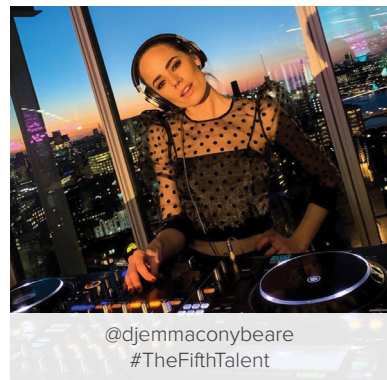


# Instagrammable events

We (@Blogosphere\_Magazine) love scrolling through images of blogger-friendly events on Instagram - be they our own or those hosted by others.









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An incredible night, with incredible people! Congratulations to all the winners and the nominees, you are what make the internet such a positive and powerful place!

**- Zoe Sugg, #BlogosphereAwards2019**





Join us at our next event...

The **#BlogosphereAwards2020** is coming up next!  
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# The Fifth Talent launch party

In late February, we were invited by The Fifth Agency to a top secret launch party in the News UK building.

The Fifth, which is an influencer marketing agency, had pulled out all the stops. There was an Aperol Spritz stand, a ball pit, and a DJ. The office had transformed and felt like a nightclub - the atmosphere was electric.

The room was filled with creators and members of the influencer marketing industry. After lots of mingling and networking, Oliver Lewis (Founder and MD

of The Fifth) took to the stage to announce the news that we'd all been waiting for...

The Fifth have launched a talent management company!

Oliver Lewis said: "The Fifth's ethos is all about putting storytellers at the heart of the business, so there has always been an appetite to expand our offering and get closer to the talent we admire. Over the past year we've listened carefully to talents' challenges and have created a proposition that truly meets their individual needs, rather than following

a one-size-fits-all approach to management."

The Fifth Talent will operate independently of the agency, and has signed an exciting roster of diverse social-first talent including LGBTQIA activist and illustrator Wednesday Holmes, co-founder of sustainable swimwear brand Stay Wild Natalie Glaze, and vegan cook Brett Cobby. We're excited to see who else they sign, and what the future holds. ○

*Photography by The Fifth*







Summer

Fashion Lifestyle Travel

4.9 ★★★★★

Average Rating



My Networks

### Campaigns



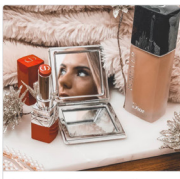
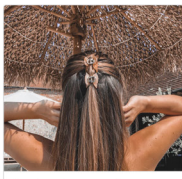
4 Staple Shoes  
LAVISH LUXE



Make it personal this  
Christmas  
ABBOTT LYON



Get the Luxe Look  
ABBOTT LYON



### Testimonials

Summer was great to work with, she was pro-active and engaged and put her all into the brief!

The Beacon

Summer was a pleasure to work with, very responsive and buzzing with ideas.

Beached

Very beautiful and kind girl! We did an amazing and collaboration. Also, she's very responsible to her actions and the quality of her work is great! Hope to work again in the future <3

Emily Westwood



# The Blogosphere Network is live!





# Are you part of the Blogosphere Network yet?



A dual rating platform that allows brands and influencers to communicate on what it was like to work with one another.

Giving influencers the opportunity to get noticed by brands and see what they were like to work with, and allowing brands to find the best influencers for their campaigns.

We look forward to having you as  
part of the Blogosphere Network...

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CALORIES  
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