

**\*\* PRESS RELEASE \*\***

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**TBEX IS COMING TO THE FINGER LAKES – GET YOUR BUSINESS READY**

Opportunities to shape up your social media and marketing just in time!

WATKINS GLEN, NY – The Travel Bloggers Exchange (TBEX) is coming to the Finger Lakes and specifically, Corning, New York for a 3-day conference in September. TBEX is a conference and networking event for travel bloggers, online travel journalists, new media content creators, travel brands, and industry professionals. Each year, TBEX partners with host destinations to bring 600-800 delegates from the travel industry to learn, network, and do business.

With a number of “Pre-BEX Excursions” bringing writers farther into the region including Schuyler, Steuben, Chemung, Tioga, and Yates Counties, the Watkins Glen Area Chamber of Commerce wants to ensure area businesses are ready! To that end, they’ll host several social media and marketing workshops to help chamber members put themselves in the best position to succeed, with TBEX and beyond.

Each workshop will cover the same essential topics including best practices, ways to engage with travel bloggers and travel writers, as well as pitfalls to avoid when it comes to Facebook, Instagram, and Twitter – the primary social media channels relevant to the TBEX conference. Since each workshop will feature the same content, participation in only one is necessary, but attendees are welcome to attend one, two, or all three if they feel so inclined.

Workshop dates and times include:

June 5 from 4:00pm – 5:30pm  
June 19 from 12:00pm – 1:30pm  
July 10 from 8:00am – 9:30am

Workshops will take place at the Watkins Glen Area Chamber of Commerce (214 N. Franklin Street, Watkins Glen) and they are free to attend. Advance reservations are requested. Please contact Chamber Tourism and Marketing Manager Brittany Gibson at 607-535-4300 or send her an email: [brittany@watkinsglenchamber.com](mailto:brittany@watkinsglenchamber.com).

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