

Title: Food Bloggers Gather At RAI

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Free ice cream. Photos of delicious burgers. SEO for bloggers. Those were just some of the topics covered at the very first European Food blogger Convention.

The convention, kicking off its inaugural year, was held in the RAI in Amsterdam from June 9-10. The event piggybacked onto the larger Free From Food/Functional Food Expo, a tradeshow which highlights various companies in the health food market.

Conference organiser Carlijn Bröring is based in Utrecht and is the blogger behind [Foodless](#), her food blog which she started after becoming frustrated with trying to cook to accommodate her food allergies. "It started because the Expo wanted to do something to include the food bloggers and this is what we came up with," she said.

The two day event held a series of presentations from various bloggers and industry representatives on a variety of topics. Some, such as how to take better food photos and using Pinterest for marketing, were very practically applicable, while others highlighted blogger services and discussed larger trends in the industry.

Conference organiser Carlijn Bröring presented on SEO and Google Analytics. She wasn't the only Netherlands-based blogger presenting at the conference. Vicky Hampton, [of the Amsterdam Foodie](#), spoke about making money off of your blog. Sam Chan, author and photographer behind [Mr. Hungry Sam](#), discussed food photography. But there was some international flair at the entirely English event. Speakers came from as far as Brazil to present their ideas.

As the event was aimed at food bloggers or aspiring food bloggers, the audience was, unsurprisingly, filled with bloggers who wrote on a variety of food and lifestyle related topics. Vivian de Lange, blogger at [Staying Alive and Cooking](#), was really happy with the content of the day. "The talk on SEO was the most interesting. I really need to start thinking about that sort of thing," said de Lange.

Organisers anticipate that the event will take place again at the next Free From Food/Functional Food Expo which is in 2018 in Barcelona. "We're going to start planning for the next conference. But on Monday. I'm taking the weekend off," said Bröring.

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