

CYBHER – THE EVENT FOR WOMEN WHO BLOG

Submitted by: as Clear as PR

Wednesday, 16 May 2012

On Saturday 12th May 2012, central London was alive as 300 of the most influential bloggers and speakers from all corners of the blogosphere attended Cybher (<http://www.cybher.com>), the first all-inclusive female blogger event of its kind in the UK.

Speakers included Zoe Margolis (Girl with a one track mind), Mario Cacciottolo (Someone Once Told Me), Poppy Dinsey (What I wore today), Liz Scarff (Blogladesh, World Vision), Natalie Lue (Baggage Reclaim) and our youngest speaker, Siân's daughter the 10 year old Biba (bibasphotos.com).

The event caused a monumental ground swell on social media channels with the #Cybher (<https://twitter.com/search/%23Cybher>) tag trending on Twitter a full three hours before the event kicked off. Throughout the day there were upwards of 4,500 tweets with a reach of around 5 million people. 400 Instagram photos were posted and 85 post conference blog posts have already been logged! Cybher offered a vast range of workshops and sessions that people genuinely enjoyed. These social savvy women are hungry for knowledge and ways to develop the core content of their blogs.

Organiser Siân To (<https://www.geekisnewchic.com>) said: "I have been absolutely blown away by the effect Cybher (<https://cybher.com>) has had on the UK blogging community. We came together as a group of women and we went away enlightened, inspired and full of ideas. It's amazing that we 300 women have such a powerful voice. The day was an outstanding success."

From the attendees...

@BigFashionista (Kellie Hill) tweeted: This week is ALL about moving my blog on to the next level. #Cybher has inspired me.

@Fiestytapas (Maria) tweeted: My timeline is still full of #Cybher. The conference that still has the blogger world buzzing.

@liveotherwise (Jax Blunt) tweeted: Blogging conferences have come of age. This has been stunning. #cybher

@SamRSparrow (Samantha Sparrow) tweeted: So I'm actually crying on the tube home. A bit overwhelmed to be honest. May sound like an eejit, but it's been a huge step for us. #Cybher

@kateagreen (Kate Green) #Cybher was fantastic yesterday, feeling all geared up & inspired by SO many things! @Geekisnewchic thank you!

The Founder

Cybher is the brainchild of award winning blogger Siân To who after 15 years of PR experience went social when she started blogging in 2009. In January 2010 she founded CyberMummy and in August that year she embarked on a life changing journey as an ambassador for Save the Children, that took her from the slums of Bangladesh to the UN summit in New York and tea at Downing Street.

On Sunday Siân will be flying off to Niger as an ambassador for Cybher sponsors, World Vision. Through her trip Siân will be raising awareness of the pre-famine emergency that is currently crippling that part of Africa. You can follow the trip on Twitter using the #ShareNiger tag.

Siân's blogs are also in the running for a few national blogger awards. In the MAD (Mum & Dad) Awards, Mummy-Tips.com is shortlisted for most helpful blogger and Geekisnewchic.com is shortlisted for Best Fashion Blog.

In the Bibs (Brilliance in Blogging) Awards, Geekisnewchic.com is shortlisted for best Style blog.

If you'd like more information on Cybher or Siân's trip to Niger with World Vision please call Siân on 07894 575070 or email sian@cybher.com