



CENTRAL COUNTIES

Central Counties Tourism Annual Symposium 2020

Session Speaker: Michael Nowacki

Developing Great Content for Experienced Instagram Users



From a simple idea back in 2013, Michael has been able to grow TO's Finest (@TO_Finest) into a social media platform of over 145,000, known by food lovers, businesses and national brands. With a keen eye for captivating photography & videography, a knack for social media strategy and a passion for eating well, Michael has been

able to work with well over 100 businesses to create a buzz, grow social followings and drive traffic.

Now, in addition to shooting photos and cutting videos for Instagram, Michael works with small businesses, national brands and tourism boards offering social media consulting and management, strategy and content creation.

We are happy to welcome Michael to Symposium 2020 where he will share his content skill tips for those who need to boost their Instagram social media strategy.