

Yotel launches series of inspiring events – ‘Yo-Tells’

Yotel launches YO-TELLs – a series of events showcasing some of the city’s smartest thinkers.

[YOTEL Edinburgh](#) is launching a series of inspiring free events, aptly named YO-TELLs, to showcase a variety of the smartest, most fun and interesting thinkers in the city.

Launching on Thursday 21 November 2019, the the series will begin with an exclusive tell-all event on the rise of the “InstaFamous” in the city, bringing together a panel of Edinburgh’s up-and-coming social media stars.

Hosted by travel journalist and blogger, [Caoilfhionn Rose](#), the event will give guests the opportunity to get up close and personal with some of the most inspiring individuals on Scotland’s social media scene, as they reveal where it all began and what they’ve learnt along the way, sharing their top tips on how to build a loyal following and how to become a social media superstar.



Caoilfhionn Rose, travel journalist and blogger, said: “The Instagram community in Edinburgh is incredible and the rise of the social stars in the city is fascinating to watch. Our “InstaFamous” panel have managed to engage audiences and build a community who rely on their opinion for recommendations in beauty, fashion, dining out and things to do in the city.

“For me, Instagram is a form of inspiration, a place to connect with like-minded people and I’m excited to speak to some of the leading influencers in the city and to host the debut YO-TELLs event.”

Caoilfhionn will be joined by a panel of Edinburgh’s most engaging social pin-ups, including fashionista [Aoife Malone](#), blogger [Daniel Benjamin](#), [WearWhatWorks](#) blogger Caoilfhionn McMonagle, and foodie enthusiast Pippa Perriam of [Eatinburgh](#).

Stuart Douglas, General Manager at YOTEL Edinburgh, said: “We’re thrilled to be launching the first in a series of YO-TELLs events. Our aim is to showcase some of Edinburgh’s

smartest thinkers from a range of industries and communities in the city.

“The ‘‘InstaFamous’’ event will give the audience insight into how our stellar panel have built their social media followings into a personal brand and hear about the amazing opportunities they’ve had along the way. Future events in 2020 will involve speakers from the worlds of food, sport and technology.”

The event will take place on Thursday 21 November 2019 at 7.00pm in Imaginex, the hotel’s 360-degree projection space, which offers a unique opportunity for film screenings, social events and product launches.

Tickets are free and include a complimentary drink on arrival.

To reserve your space visit:
<https://www.eventbrite.co.uk/e/yo-tells-rise-of-the-instafamous-tickets-78177291383>