



NATIONAL BICYCLE TOURISM CONFERENCE

NOVEMBER 8-11, 2017 / SIRATA BEACH RESORT / ST. PETE BEACH, FLORIDA

REQUEST FOR PROPOSALS **FOR SPEAKERS, PRESENTERS, PANELISTS & WORKSHOPS**

The **Bicycle Tour Network (BTN)** hosts the annual **National Bicycle Tourism Conference**, which allows bicycle event directors, tour operators and tourism professionals to meet, network and share ideas. The conference includes lectures, interactive sessions, workshops, roundtable discussions, group discussions and breakouts, with a variety of topics related to the successful and safe administration of cycling events and tours as well as the promotion of bicycle tourism.

All qualified persons are encouraged to submit proposals. Speakers should be dynamic, engaging, professional presenters.

The conference planning committee will review all submitted proposals and select those that best meet the conference objectives. Multiple submissions from one speaker will be considered. Speakers not selected for general sessions or breakout sessions might also be considered as roundtable presenters or for "bright ideas" sessions that feature a multitude of short snippet presentations.

We are seeking proposals related to but not limited to the following topics:
(Please check all that apply to your presentation.)

Branding & Marketing

- Attracting Younger & More Diverse Participants
- Branding Start-Up Events or Successfully Re-Branding an Established Event
- How to Create an “Experience” and What That Means
- How the Tourism Industry Markets Cycling Destinations or Events
- Success Stories: Small to Mid-size Operators, Trails and Destinations
- Marketing & Promotion for Events, Tours & Destinations
- Social Media: Trends & Influencers
- Building Successful Relationships with the Media
- Active Travel & Tourism Marketing Trends

Building Bicycle Tourism

- Economic Impacts & Research: Destinations & Events
- Safe Route Selection
- Encouraging Riders to Spend Money in Communities
- Working with Hospitality Partners
- How to Partner with your Tourism Offices (State, Regional or Local Level)
- Business Development Along Bike Routes and Trails
- Stories of Successful Mountain Biking and/or Gravel Riding Destinations
- Understanding the Self-Contained Bike Tourist Experience
- Urban Bicycle Tourism
- Strategies for Including E-Bikes

Event and Destination Management/Administration

- Considerations for small/boutique tours and events
- Strategies for Growing an Existing Event
- Technology Workshops: Mapping, Route Planning, Elevations, etc.
- Including Bicycle Advocacy
- Event Budgeting
- Business Planning for Cycling Events and Operators
- Legal Aspects of Cycling, Events and Tour Operators
- Working with Volunteers
- Integrating a “Give Back” Initiative or Culture
- Partnering with Public Lands Managers
- Bicycle Industry & Manufacturer Updates
- Making your Event or Destination Accessible for People of all Abilities

Other

- Other Topics Encouraged

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PROPOSED TITLE

PROVIDE A BRIEF DESCRIPTION SUMMARY (40-50 WORDS)

LEARNING OBJECTIVES

AUDIO/VISUAL EQUIPMENT NEEDS Please identify the resources you will need:

- No AV Equipment Required
- DVD Player
- Easel/Flip Chart
- Internet Access
- Laptop Computer
- LCD Projector & Screen
- Other

SPEAKER(S) CONTACT INFORMATION

NAME

TITLE

COMPANY/ORGANIZATION

PHONE

EMAIL

SPEAKER(S) CONTACT INFORMATION

NAME

TITLE

COMPANY/ORGANIZATION

PHONE

EMAIL

PAST SPEAKING ENGAGEMENTS/RECOMMENDATION

Applicants are welcome to include a sampling of your portfolio of work and recommendations from past speaking engagements. (Internet links are suitable.)

SELECTION PROCESS

Please note that submission of a proposal does not guarantee acceptance for presenting at the conference. An advisory committee will review all proposals.

BTN does not discriminate against individuals because of race, color, religion, sex, age, disability, familial status, or national origin. BTN reserves the right to select proposals that, in its sole discretion, match the planned events and topics of the conference as well as the criteria set forth within this RFP.

COMPENSATION/HONORARIUMS

BTN does not profit from the annual conference and therefore does not have funds to pay honorariums or travel expenses for session speakers. Presentation compensation may include full or partial conference fees.

DEADLINE

Proposals must be received by April 1, 2017.

RETURN

Via Mail: Bicycle Tour Network, PO Box 1443 Ankeny, IA 50021

Via E-mail: biketournetwork@gmail.com