

BE-Pro Conference™

Bicycle Event Professionals

2017 Agenda

Friday, January 6

6 – 8 p.m. Check-in — **SignMeUp.com** reception and expo
Light hors d'oeuvres and hosted bar (wine & beer)

Saturday, January 7

8 – 9 a.m. Check-in — **BRDAA** Breakfast and expo

9 – 10 a.m. Welcome and introductions

10 – 11 a.m. Creating and Growing an Expo — Janine Rood, Chico Velo Bicycle Club

- Why have an expo
- Who to sell to and how to sell
- Exhibitor needs before, during and post-event

11 – 11:15 a.m. Break, expo

11:15 a.m. – Procuring and Servicing Sponsors — Kathy Giger, Phase 2 Events

12:15 p.m.

- Identify prospects
- Pitch to win
- Service before, during and after the event

12:15 – 1:30 p.m. **Primal Wear** Lunch, expo

1:30 – 2:30 p.m. Leveraging the Power of Social Media to Propel Event Marketing — Charlotte Chipperfield, Founder & CEO, Chipperfield Media LLC

2:30 – 2:45 p.m. Break, expo

2:45 – 3:45 p.m. Controlling Traffic at Your Bike Event — Reggie Peterson, Curtis Fong, Bike the West

- Courses and venue planning
- Caltrans
- Cyclists and cars

3:45 – 4:15 p.m. VeloMed Non-profit Medical Team — Dave Robertson, VeloMed

- On-bike medical support

4:15 – 5 p.m. State of the bicycle event industry – group discussion

- Where we are
- Where we want to go

5 p.m. Conference wrap-up