



NATIONAL BICYCLE TOURISM CONFERENCE

NOVEMBER 10-13, 2021 / TEMPE, ARIZONA

REQUEST FOR PROPOSALS

FOR SPEAKERS, PRESENTERS, PANELISTS & WORKSHOPS

The **Bicycle Tour Network (BTN)** hosts the annual **National Bicycle Tourism Conference**, which allows bicycle event, tour operators and tourism professionals to meet, network and share ideas. The conference includes lectures, interactive sessions, workshops, round-table 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, 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 round-table 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 your presentation will focus on.)

Branding & Marketing

- Attracting Young, Diverse Riders
- Branding Start-up Events or Successfully Re-Branding an Established Event
- Success Stories: Small to Mid-size Operators, Trails and Destinations
- Marketing & Promotion for Events, Tours & Destinations
- Creating & Branding an Outdoor Bicycling Destination
- Attracting Travel Writers and Other Earned Media
- Social Media: Trends & Influencers
- Active Travel & Tourism Marketing Trends
- Inclusivity at Events
- Events and What has Changed Since the Pandemic

Building Bicycle Tourism

- Economic Impacts & Research: Destinations & Events
- Understanding Bike Tourism – State and Local-Level Successes
- Partnering with your Local DMO, CVB, or Other Tourism Agencies
- Bridging Bike Tourism to Cycling Events
- Inbound Sales: Foreign Travelers and Tour Operators
- Successful Practices of Bike Sharing
- Urban Bike Tourism Successes
- Stories of Successful Mountain Biking and/or Gravel Riding Destinations
- What Bike Tourists Want

Event and Destination Management/Administration

- Event Sponsorship & Building Business Relationships
- Partnering with National and State Parks & Other Federal Land Managers
- Event Emergency Management & Crisis Management Practices
- Business Planning for Cycling Events and Operators
- Economic Impacts and Research
- Technology Workshops: Mapping, Route Planning, Elevations, etc.
- Legal Aspects of Cycling, Events and Tour Operators
- Bicycle Industry & Manufacturer Updates
- Bicycle Advocacy Updates
- Making Event Safe in Today's Times!

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

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NAME

TITLE

COMPANY/ORGANIZATION

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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 that it will be offered by BTN. 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 for session speakers. Presentation compensation may include full or partial conference fees.

DEADLINE

Proposals must be received by June 30, 2021.

RETURN TO

Via E-mail: biketournetwork@gmail.com