

Trade Day Talks

IN ASSOCIATION WITH

bikebiz

at the heart of the cycle industry

THURSDAY

09.30 - Show Opens

11.00-11.45

Faema – Bikes and Cafe – “Two worlds that go hand in hand”

Presentation – Paul Watson is a former professional English road racing cyclist from Milton Keynes. He was national road race champion, raced in the Tour de France and made headlines finishing 6th in the Belgium classic La Flèche Wallonne.

Today he's a sports photographer and also commentates for Eurosport, CyclingTV and 3 Counties Radio. Paul is opening a bike centre and repairs with a high end coffee shop area. He will illustrate to us the experience leading to this new journey.


11.45-12.30

Julian Thrasher – Cytech Trainer

Wheelbuilding Fundamentals – An insight into wheelbuilding and proving that it isn't as much of a 'dark art' as it may seem. Julian takes you through the fundamentals of the wheelbuilding process.

12.30-13.15

Emily Benson

 **lightspeed** – The right tools for your bikeshop. In this session Lightspeed presents trends in the retail sector and present challenges that bike shops are facing today. Solutions are presented and the importance of omnichannel is explained.”

13.15-14.00

Mark O'Dolan, High Street Mentor

The importance of store innovation to maximise your sales per square metre.

14.00-14.45

Emily Benson

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14.45-15.30

Julian Thrasher – Cytech Trainer

Pro tips for workshop efficiency – Julian shows some of the things mechanics may do to increase the accuracy and speed of repairs in a cycle workshop.

15.30-16.15

Richard Smith, Myagi

Sales and loyalty through storytelling from Myagi. In this seminar, Richard Smith, Head of EMEA Business Development for Myagi will offer his insight into ways sales-associates can use storytelling to connect every facet of the buyer journey to your business, converting more sales and increasing customer loyalty.

18.00 - Show Closes