



Workshops: Triathlon Pavilion Presented by 

Updated: September 14, 2016

WEDNESDAY		
1	Wed., 10:30-11:30A	<p>Retailer Success: Driving growth, profitability and loyalty through triathlon club/team partnerships</p> <ul style="list-style-type: none"> • Moderator: Seton Claggett, founder /CEO, TriSports.com • Panelists: <ul style="list-style-type: none"> ○ John Cobb, Cobb Cycling/Cobb Mobb ○ Chuck Menke, CMO, USA Triathlon ○ Lloyd Taylor, Founder/CEO, Triathlon LAB, Inc. <p>Content: ‘Mechanics’ of creating and working with teams and clubs related to store profitability; Leveraging the activities and success of your teams to drive customers and loyalty; Tracking the success of team associations (online, promo codes, etc.)</p>
2	Wed., 12:30 – 1:30 PM	<p>Women Power: Influences on Merchandising, Retailing and Events</p> <ul style="list-style-type: none"> • Moderator: Kay Martin, Founder/CEO, BOCO Gear • Panelists: <ul style="list-style-type: none"> ○ Holly Wiese, Founder/Visual Visionary, 3-Dots Design ○ Julia Polloreno, Member, Board of Advisors, Women for Tri ○ Richelle Love, Owner/General Manager, Tri It Multisport <p>Content: Breaking down the female market: beginners, unlikelies, serious amateurs, elites/pro; How to approach each of these segments; What appeals to each of these segments (products, presentation, approach); Tips for men selling to women</p>
3	Wed., 3:30 – 4:30 PM	<p>Speaker: On the Slowtwich Road with Dan Empfield: Lessons Learned From Retailer Partners</p> <p>Content: Retailing and promotional experiences and learnings from the recent Slowtwich Road Shows</p>
	Wed., 5:00 P	<p>“Pinot & Pints” (wine/beer reception with networking.)</p>
THURSDAY		
4	Thurs., 9:30A	<p>5 Ways Bike Retailers Can Increase Sales by Catering to Triathletes (w/o Breaking the Bank!)</p>

		<ul style="list-style-type: none"> • Moderator: Rob Klingensmith, President, Lens Agency • Panelists: <ul style="list-style-type: none"> ○ Staci Brode, president, PlayTri ○ Mark Vautour, store manager, Landry's Bicycles, Boston ○ Ron Schmid, general manager, Fraser Bicycle <p>Content: What can shops do to engage the lucrative triathlete consumer w/o prohibitive investments in new inventory?; Service support for local evenhots in exchange for right to market to entrants; Tie-in w/ local Tri clubs by hosting weekly rides, offering discounts, hosting clinics, etc.; Email content marketing that's relevant to triathletes; Promoting products most popular w/ triathletes that retailer already carries (or should carry!); Packet pickup at shop; Leverage the sponsors from local events; Special evening speaking programs with top level triathlete</p>
5	Thurs., 1:30P	Changing Dynamics of Fit with Dan Empfield
6	Thurs., 3:30P	<p>Is Custom Apparel Outperforming In-line Apparel in Your Store?</p> <ul style="list-style-type: none"> • Moderator: Scott Kaylin , Co-founder/President, Champion System • Panelists: <ul style="list-style-type: none"> ○ Lloyd Taylor, Founder /CEO of Triathlon LAB, Inc. ○ Rose Serpico, Owner, Tri It Multisport ○ Eric Sakalowsky, Global Marketing Director, Louis Garneau USA, Inc. <p>Content: What is the trend for custom over in-line?; Why carry custom?; What is the most popular custom apparel?; What is the investment required?; the RIO? How do stores make money from apparel</p>
	Thurs., 5PM	Drawing by Quintana Roo CEO/President Peter Hurley for the newly-released PRthree tri bike.

The Triathlon Pavilion is located between booth 20033 and 20023 in Bayside B.