

Day One - Wednesday Morning

Time	* What	Presenter*
09.30am	Registration	
10.15am	Welcome Programme introduction	
10.40am	Who is in the room	All
10.50am	Great Rides Organisation	Di Drummond
11.20am	Meet the Trails - Mountains to Sea – Ngā Ara Tūhono - Motu Trails	
11.35am	Attracting the Right Rider for the Right Trail	Lynley Twyman
12.05pm	Lunch Break and networking	

Day One - Wednesday Afternoon

Time	* What	Presenter *
12.50pm	Meet the Trails - Hawkes Bay Trails - Pou Herenga Tai - Twin Coast	
1.00pm	Official partner programmes - making the work (workshop)	Glyn Wooler
1.20pm	Connecting with International Markets	Phil Wyndham
2.00pm	Meet the Trails - Great Lake Trail - Hauraki Rail Trail	
2.10pm	Trail Towns (Workshop)	Di Drummond
2.30pm	Telling our stories – an iwi perspective	
3.10pm	<i>Depart for famil</i> Ride or Walk the Taupo River Trails. Choose your option - see registration for more details.	
6.00pm	Refresh time	
7.00pm	Dinner and Networking - Jimmy Coups (Cash bar)	

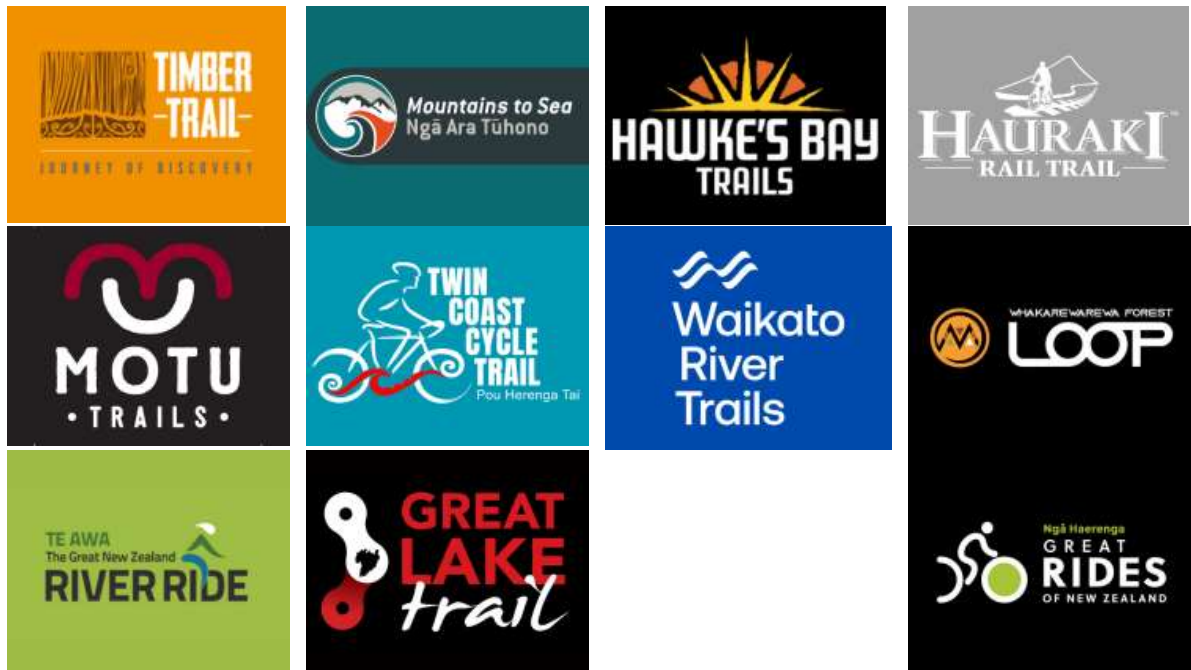
Day Two - Thursday Morning

Time	* What	* Presenter
08.30am	Welcome	
08.45am	Looking for Fatal Flaws	Di Drummond
09.30am	Meet the Trails - Waikato River Trails - Te Awa River Ride	
09.40am	What's special about our trails (USP's)	
09.50am	Adaptive riding – a wider opportunity	Jeza & Simon
10.20am	Morning Tea	
10.50am	DOC - what's ahead	DOC
11.25am	Meet the Trails - Whakarewarewa Forest Loop Trail - Timber Trail	
11.35am	Booking customers - navigating the best systems	Sally Hastie
12.05pm	Lunch and networking	

Day Two - Thursday Afternoon

Time	* What	Presenter *
12.45pm	Welcome back	
12.50pm	Key tourism players - understanding our industry	Patrick Dault
1.35pm	What things make our trails instagrammable! (Workshop)	Vicki Butterworth
1.50pm	Working with Trade	Michelle Caldwell
2.35pm	How can I make the most of the trails in marketing my business	Zac & Stu – Maverick Digital
3.15pm	Afternoon tea	
3.40pm	Best practice showcase	
4.10pm	Panel discussion - Making the North Island Rides Great, maximising the opportunity to the wider regions	
4.40pm	Key Learnings and wrap up (Workshop)	
5.00pm	Event finishes. Trails open for riding!	

Thanks to all our amazing trails for pulling this together.



Please note the contents and timing of the programme may change slightly as things progress.