

## Cycle of Influence is a New Thought Leadership Summit for the Cycling Industry

The inaugural Cycle of Influence Summit [COI], initially planned for 2020, is now on track to premiere this fall. The COI's original mission, to challenge the bicycle business to think beyond the status quo, remains the driving force. As John Wooden famously said, "It's what you learn after you know it all that counts". The two-day thought leadership event is now scheduled for October 14-15, 2021 in Bentonville AR.



*What is it:* The Cycle of Influence Summit creates a convergence of ideas from all aspects of business—marketing, economics, environment—and from trends that impact the cycling industry, both now and in the near future. This year the direct and indirect impacts of the COVID pandemic will be everpresent in the discussions. COI presents an agenda of speakers and panels with both endemic and non-endemic experts and influencers in their fields. The presentations target proven ideas, meaningful experiences, and best practices that can be applied directly toward creating a stronger cycling industry for suppliers, retailers, and related businesses.

*What it isn't:* COI is not a tradeshow or consumer event [races, festivals, demos]. Other "cycling industry events" are still largely retail, product, or consumer-oriented, with conferencing or networking tacked on as an afterthought, if at all.

Although Interbike was primarily a trade show, it was also highly regarded as a forum for networking, deal-making, and creating new connections. COI intends to provide a comparable level of networking opportunity joined with a platform that will inform, stimulate and expand how the cycling industry thinks and talks about itself and its changing role in the outdoor, transportation, and sporting segments. The demise of the Interbike show and the networking hole it left behind along with the rise in awareness of Bentonville's trail-building passion and growth has been a great inspiration to bring COI to life in 2021. A recent survey conducted by COI invited industry VIPs to respond with their interest in this event which resulted in an overwhelmingly positive response.

*Who Should Attend COI:* Bicycle and related industry executives, dealers, action sports and outdoor brand managers, decision-makers and influencers; business owners, presidents, marketing directors, product planners, product developers, supporting staff, and the future leaders of the cycling industry eager to push boundaries.

The COI Summit will take place in the heart of downtown Bentonville, Arkansas at the event venue Record, a renovated mid-century car dealership that still retains style attributes from the period. The venue is located just blocks away from bike shops and Bentonville's renowned trails and bike paths network.



The Cycle of Influence is conceived and produced by Sergio Bravo, a cycling industry veteran and marketing professional with 30 years of experience developing brand strategies and communications. His company Smith Smith & Smith, aka S3, [[www.smith3x.com](http://www.smith3x.com)] has vast client experience both inside and outside the cycling world. Client history includes Marzocchi, Magura USA, Promax, Diamondback, Hyundai, Kawasaki, Yamaha Water Vehicles, Surfing Magazine, and MIC-Motorcycle Industry Council, among others. This broad and versatile experience brings an understanding of ideas, from outside sources, that can be applied to the cycling industry.

“The COI creates an important, timely, relevant gathering that offers fresh perspectives to the issues facing the cycling industry today. I’m also very excited to have the support of Bentonville and sharing what is quickly becoming a cycling tourism mecca”, said Bravo.

The event will also feature opportunities to ride the trails of Bentonville. Topics are currently being finalized and will be announced soon. As an added note, a World Cup Cycle Cross event will take place on October 13th in nearby Fayetteville, AR.

---

Visit the COI website to sign up for news and updates: [www.cycleofinfluence.com](http://www.cycleofinfluence.com)

Registration will open April 2021.

COI registration fees are to be highly competitive with other events.

Social Media;

Please join the Cycle of Influence group on LinkedIn for updates and conversation.

<https://www.linkedin.com/groups/1870273/>

Questions and Sponsorship Inquiries;

[info@cycleofinfluence.com](mailto:info@cycleofinfluence.com)