

**SEMINARS / TALKS**

TUESDAY			
TIME	TITLE	PRESENTER	WHERE
ALL DAY - SHIMANO TECH DESK - SHIMANO BOOTH			
10:00 - 10:20am	Freewheel Update, What's coming up & How To Become a Freewheel dealer	Peter Sijkhuis - Freewheel Ecommerce Manager	Balcony, First Floor
10:30 - 10:50am	IBD - The Role in the High Street Touch and feel for the consumer. The option to reserve and collect like initiatives such as Freewheel (Floor local bike shop online)	Mark O'Dolan - Retail Consultant	Balcony, First Floor
11:00 - 11:20am	Brest & the Bicycle Industry Likely consequences and how it will affect the Bicycle Industry	Peter Elard - Bicycle Association's Technical Manager	Balcony, First Floor
11:30 - 11:50am	Shimano SSC How to become a Shimano Service Centre, Q&A & How Madison Will Support Your SSC	Julian Thrasher - Shimano SSC Head Trainer	Balcony, First Floor
11:30 - 11:50am	Shop Floor Layout Drive demand, visual merchandising, highlighting promotions, USPs, Point of Sale	Mark O'Dolan - Retail Consultant	The Bike Shop, Ground Floor
12:00 - 12:20pm	Garmin Myagi Training Getting the most out of the Garmin Myagi platform	Richard Robinson - Garmin Sales Manager	Garmin booth, Ground Floor
12:00 - 12:30pm	Shimano Power Metres The USPs of the Shimano Dura Ace Power Metres and what's coming in 2020	Boy Oudenampsen - Shimano International Sales Manager	Balcony, First Floor
12:30pm LUNCH			
1:00 - 1:20pm	Retail Finance & Market Data Learn more about current shopping behaviours and market trends	Stephen Holt - Trade Network Manager, Bicycle Association	Balcony, First Floor
1:30 - 1:50pm	Madison B2B - The latest From Our B2B & What's Coming in 2020	Samantha Coggins - B2B Ecommerce	Balcony, First Floor
2:00 - 2:20pm	Madison Demonstrators - How to utilise us!	Madison Demonstrators - Richard, Dean & Andy	Business Services Area
2:00 - 2:20pm	Reinventing - Stop listening to the doom and gloom. Work to be different.	Mark O'Dolan - Retail Consultant	Balcony, First Floor
2:30 - 2:50pm	Freewheel - Update and how to become a Freewheel dealer	Peter Sijkhuis - Freewheel Ecommerce Manager	Balcony, First Floor
2:40 - 3:00pm	Shop Floor Layout Drive demand, visual merchandising, highlighting promotions, USPs, Point of Sale	Mark O'Dolan - Retail Consultant	The Bike Shop, Ground Floor
3:00 - 3:20pm	Importance of Skin Care The correct preparation during and post cycling	Randall Cooper - Sports Skin Scientist	Balcony, First Floor
3:00 - 4:00pm	Shimano Launch For the first time ever, customers will have the opportunity to preview Shimano's new MY21 product line up and learn about the latest market trends from the World's Number 1 component brand. (NDA required)	Boy Oudenampsen - Shimano International Sales Manager	Balcony, Second Floor

**SEMINARS / TALKS**

WEDNESDAY			
TIME	TITLE	PRESENTER	WHERE
ALL DAY - SHIMANO TECH DESK - SHIMANO BOOTH			
10:00 - 10:20am	Freewheel Update, What's coming up & How To Become a Freewheel dealer	Peter Sijkhuis - Freewheel Ecommerce Manager	Balcony, First Floor
10:30 - 10:50am	IBD - The Role in the High Street Touch and feel for the consumer. The option to reserve and collect like initiatives such as Freewheel (Floor local bike shop online)	Mark O'Dolan - Retail Consultant	Balcony, First Floor
11:00 - 11:20am	Brest & the Bicycle Industry Likely consequences and how it will affect the Bicycle Industry	Peter Elard - Bicycle Association's Technical Manager	Balcony, First Floor
11:30 - 11:50am	Shimano SSC How to become a Shimano Service Centre, Q&A & How Madison Will Support Your SSC	Julian Thrasher - Shimano SSC Head Trainer	Balcony, First Floor
11:30 - 11:50am	Shop Floor Layout Drive demand, visual merchandising, highlighting promotions, USPs, Point of Sale	Mark O'Dolan - Retail Consultant	The Bike Shop, Ground Floor
12:00 - 12:05pm	New SIS Product Workshop with Sir Chris Hoy	Sir Chris Hoy	SIS booth, Ground Floor
12:00 - 12:20pm	Garmin Myagi Training Getting the most out of the Garmin Myagi platform	Richard Robinson - Garmin Sales Manager	Garmin booth, Ground Floor
12:00 - 12:30pm	Shimano Power Metres The USPs of the Shimano Dura Ace Power Metres and what's coming in 2020	Boy Oudenampsen - Shimano International Sales Manager	Balcony, First Floor
12:30pm LUNCH			
1:00 - 1:05pm	New SIS Product Workshop with Sir Chris Hoy	Sir Chris Hoy	SIS booth, Ground Floor
1:00 - 1:20pm	Retail Finance & Market Data Learn more about current shopping behaviours and market trends	Stephen Holt - Trade Network Manager, Bicycle Association	Balcony, First Floor
1:30 - 1:50pm	Madison B2B - The latest From Our B2B & What's Coming in 2020	Samantha Coggins - B2B Ecommerce	Balcony, First Floor
2:00 - 2:05pm	New SIS Product Workshop with Sir Chris Hoy	Sir Chris Hoy	SIS booth, Ground Floor
2:00 - 2:20pm	Madison Demonstrators - How to utilise us!	Madison Demonstrators - Richard, Dean & Andy	Business Services Area
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**SEMINARS / TALKS**

THURSDAY			
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11:30 - 11:50am	Shop Floor Layout Drive demand, visual merchandising, highlighting promotions, USPs, Point of Sale	Mark O'Dolan - Retail Consultant	The Bike Shop, Ground Floor
12:00 - 12:20pm	Garmin Myagi Training Getting the most out of the Garmin Myagi platform	Richard Robinson - Garmin Sales Manager	Garmin booth, Ground Floor
12:00 - 1:00pm	Shimano Launch For the first time ever, customers will have the opportunity to preview Shimano's new MY21 product line up and learn about the latest market trends from the World's Number 1 component brand. (NDA required)	Boy Oudenampsen - Shimano International Sales Manager	Balcony, Second Floor
1:00pm LUNCH			
1:20 - 1:40pm	Retail Finance & Market Data Learn more about current shopping behaviours and market trends	Stephen Holt - Trade Network Manager, Bicycle Association	Balcony, First Floor
1:50 - 2:20pm	Madison B2B - The latest From Our B2B & What's Coming in 2020	Samantha Coggins - B2B Ecommerce	Balcony, First Floor
2:00 - 2:20pm	Reinventing - Stop listening to the doom and gloom. Work to be different.	Mark O'Dolan - Retail Consultant	The Bike Shop, Ground Floor
2:00 - 2:20pm	Madison Demonstrators - How to utilise us!	Madison Demonstrators - Richard, Dean & Andy	Business Services Area
2:30 - 2:50pm	Shimano Power Metres The USPs of the Shimano Dura Ace Power Metres and what's coming in 2020	Boy Oudenampsen - Shimano International Sales Manager	Balcony, First Floor
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