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**FOR IMMEDIATE RELEASE**

## **First Wave of IBD Summit at Interbike Speakers Announced**

*- Attracting Diverse Audiences, Mastering Social Media and Hiring & Retention Strategies Among The Topics -*

**SAN JUAN CAPISTRANO, Calif.** – April 17, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced the initial wave of content and schedule for the IBD Summit at Interbike retail education track at Interbike 2018. This new track brings the same type of high-level speaker that the IBD Summit was known for to the Interbike audience at no charge.

“As part of our shift to a new location, we are reinventing much of the educational content to ensure that these sessions are timely and curated specifically for our audience,” said Pat Hus, Vice President of Interbike. “We consulted with our Retailer Advisory Board, the NBDA and many others on the topics, and are confident that the sessions will be impactful for attendees. Our investment in education has grown substantially, and we encourage the IBD community to review the sessions and attend.”



Risha Grant, Founder & CEO of Risha Grant LLC, an award-winning diversity consulting and communications firm, will speak with retailers about marketing to a diverse and inclusive audience.

Melanie DePaoli, an author and powerful national speaker on topics about brand building, customer experience, and social media, will present her “Mastering the Social Media Experience” program for independent bicycle retailers.

Richard Hadden, a leadership and management consultant who focuses on creating great places to work will present a session titled, “How to Attract, Hire and Retain the Best Employees.”

David Mead is part of global, best-selling author Simon Sinek’s Start With Why organization, specializing in organizational culture and leadership. David will present two sessions at Interbike 2018: Start With Why, followed by Leaders Eat Last – both of which will inspire the audience to take action and build a strong culture within their organization.

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“These 5 sessions alone are so relevant to my business and to many IBD’s across the country,” said Brandee Lepak, co-owner of Global Bikes and the NBDA’s Board Chair. “It’s great to see Interbike integrating The IBD Summit into the expo in Reno, as it gives more retailers a chance to learn from some incredibly impactful experts – but this time at no charge and part of the general curriculum.”

More information on these sessions including the education schedule to-date can be found on the Interbike [website](#).

Interbike Marketweek will take place in the Reno Tahoe region beginning with the Northstar Free-Ride Festival in North Lake Tahoe, CA, September 14-16, 2018 (with bike demos taking place on September 15-16). OutDoor Demo will run from September 16-17, 2018 for members of the trade, followed by the Interbike Expo in Reno, NV on September 18-20, 2018.

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### **About Interbike**

Interbike is the leading bicycle trade event in North America, bringing together manufacturers, retailers, industry advocates and media to conduct the business of cycling. This is accomplished primarily through indoor trade shows, industry and consumer demo experiences, and high-level educational conferences. Established in 1982, Interbike and its events provide the platform for critical face-to-face business interaction, product line previews and media launches, sales lead generation, trend-setting, networking and retail education.

Interbike is owned by Emerald Expositions, a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald’s events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million NSF of exhibition space.

More information about Interbike can be found at [www.interbike.com](http://www.interbike.com)

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