

# Sharing our passion, growing our sport



**Symposium  
Québec  
vélo de montagne**

September 3-5, 2025  
Mont-Sainte-Anne

Presented by








Wednesday September 3

8 am	Opening of Essor Assurances Trade Show & Networking Café		
Main Room			
9 am	<b>WORDS OF WELCOME</b> Official opening with Robert Mercure, Destination Québec Cité.		
9:15 am	<div><div><div>OPENING PANEL</div></div><div><b>MOUNTAIN BIKING IN QUEBEC: PAST, PRESENT, AND FUTURE</b> Hosted by Gilles Morneau <b>Speakers:</b> Patrice Drouin and Chantal Lachance, GesteV Frédéric Asselin, Vallée Bras-du-Nord A brief history of mountain biking in Quebec, from its beginnings to the present, with insights into future challenges and both national and international opportunities.<div>SocialEconomic</div></div></div>		
10 am	Coffee Break at the Essor Assurances Trade Show		
Main Room			
10:45 am	<div><div><div>KEYNOTE PRESENTATION</div></div><div><b>HARNESSING THE TOURISM, SOCIAL, AND ECONOMIC POTENTIAL OF TRAILS</b> <b>Speaker:</b> Glen Jacobs, World Trail A look at successful bike tourism destinations and the future of trail design, exploring the core principles of effective trail design and sustainable industry innovations.<div>Economic</div></div></div>		
12 pm	Lunch & networking, Essor Assurances Trade Show		
1:30 pm	<div>Room A</div> <div><b>PARTICIPATORY WORKSHOP</b> <b>Developing a Positive, Accessible Image of Mountain Biking in Quebec</b> <b>Speakers TBC</b> Format: Roundtable workshop Join our group discussion on challenges such as media portrayals of mountain biking, accessibility, and attracting new riders, as we work together to find concrete solutions that make mountain biking a more inclusive and welcoming sport.</div>	<div>Room B</div> <div><b>PRESENTATION</b> <b>The Bike Economy: Current and Potential Spin-offs of a Growing Sport</b> <b>Speaker:</b> Jean-François Rheault, Vélo Québec A survey of the global economic and tourism spin-offs of mountain biking, with a focus on Quebec and BC, followed by a discussion on investment strategies and development opportunities.<div>Economic</div></div>	<div>Room C</div> <div><b>PANEL</b> <b>Solutions and Best Practices for Trail Sustainability in the Climate Change Era</b> <b>Speakers TBC</b> A discussion on innovative designs, techniques, and sustainability approaches as extreme weather increasingly impacts cycling sites and infrastructure.<div>Terrain</div></div>
	<div>Social</div> <div></div>	<div><b>PANEL</b> <b>Destination Marketing: Working Together for Success</b> Nicolas Labrecque-Sauvé, Québec vélo de montagne, Sam Bosence, MTB Atlantic <b>More Speakers TBC</b> An overview of cooperative and partnership models in the MTB industry to boost the stature of destination.<div>Economic</div></div>	<div><b>PANEL</b> <b>Developing Infrastructure for the Next Generation of Elite Enduro and Downhill Riders</b> <b>Speakers TBC</b> A look at the current challenges facing Downhill and Enduro racing in Quebec, along with concrete solutions for developing opportunities and infrastructure for both emerging riders and elite athletes.<div>Terrain</div></div>
3 pm	Let's get ready for outdoor activities + Essor Assurances Trade Show		
3:30 pm	Meet at the outdoor exhibitor village		
	<div><div>XC / ALL MOUNTAIN GROUP RIDE</div><div></div></div>	<div><b>OUTSIDE WORKSHOP</b> Guided tour of a section of the World Cup course.</div>	
5:30 pm	<b>BRASSEUR DES MONTS HAPPY HOUR</b> At the Essor Assurances Trade Show		
7:30 pm	Dinner & festive evening		
11 pm			

Thursday September 4

8 am	Opening of Essor Assurances Trade Show & Networking Café		
Main room			
9 am	<div><div></div><div><div>KEYNOTE PRESENTATION</div><div><b>MOUNTAIN BIKING AS A DRIVER OF SOCIAL AND ENVIRONMENTAL RENEWAL</b> <b>Speaker:</b> <b>Yannick Menneron, BikeSolutions</b> <div>In the fast-growing MTB industry, an integrated approach to sustainable development is crucial to maximize social and environmental benefits.</div><div><div>Social</div><div>Economic</div><div>Terrain</div></div></div></div></div>		
10 am	Coffee Break at the Essor Assurances Trade Show		
10:45 am	Room A	Room B	Room C
	<div><b>SESSION</b> <b>Professionalizing Coaches</b> <b>Speakers TBC</b> Fostering rider progression and development while enhancing instructor expertise. <div>Social</div></div>	<div><b>PANEL</b> <b>Launching and Maintaining Fatbike Trails: Recreation for Locals, Attracting Tourists</b> <b>Speakers TBC</b> Fat biking is a distinctive tourism product and great way to diversify the sport and get out in nature. With these key steps, both small and larger bike destinations can launch their fat biking operations up and running smoothly. <div>Economic</div></div>	<div><b>PANEL</b> <b>Putting Tech to Work for Trail Maintenance</b> <b>Speakers TBC</b> A growing number of trail management and development apps are entering the market as users discover how integrating technology can save them time and money. <div>Terrain</div></div>
12 pm	Lunch & networking, Essor Assurances Trade Show		
1:30 pm	Room A	Room B	Room C
	<div><b>PANEL</b> <b>Building Community Engagement</b> <b>Speakers:</b> Jérôme Pelland, Baere, Alain Planchamps, Parc des Sommets, Patrick Perreault, Digt Best practices for developing a sustainable community, keeping volunteers from running out of steam and maximizing collective impact. <div>Social</div></div>	<div><b>PARTICIPATIVE WORKSHOP</b> <b>Management, Profit, and Growth for MTB Destinations</b> Format: Roundtable workshop <b>Speakers TBC</b> Join a group discussion on balancing growth, maintenance, and user experience, while exploring revenue diversification strategies to ensure profitability. <div>Economic</div></div>	<div><b>WORKSHOP</b> <b>Geomatics for Optimizing Trail Operations</b> <b>Speaker:</b> Julien Marceau, Geospatial specialist Understand, use, and maximize the potential of geospatial data and advanced mapping tools, available for free or at low cost, to optimize trail operations. <div>Terrain</div></div>
2:15 pm	<div><b>WORKSHOP</b> <b>Building Community Engagement</b> <b>Speaker:</b> Simon Drouin, Coach and trail planner The art of positioning oneself in a way that promotes progress, while offering enjoyable and safe experiences for users in the design of trails and learning infrastructures. <div>Terrain</div></div>	<div></div>	<div><b>PRESENTATION</b> <b>Trails for EveryBODY: a Model for Growing aMTB Accessibility</b> <b>Speakers:</b> Jeff Alexander, Vermont Adaptive Ski and Sports Joe Gaynor, The Vermont Mountain Bike Association Greg Durso, Kelly Brush Foundation An example of concerted action that led to the creation and implementation of a protocol for evaluating adaptive trails, using feedback tools to enhance both the trails and communication strategies, better informing riders. <div>Social</div></div>
3 pm	Let's get ready for outdoor activities + Essor Assurances Trade Show		
3:30 pm	Meet at the outdoor exhibitor village		
	<div><b>OUTDOOR WORKSHOP</b> <b>Facility Visit: Dual Slalom and Pumptrack Demo</b></div> <div></div>	<div><div>ENDURO / DH GROUP RIDE</div><div><div>Gondola ticket included</div></div></div>	
6:30 pm	<div><div></div><div><div>DINNER + PRESENTATION</div><div><b>PRESENTED BY DELTA HOTELS, MONT SAINTE-ANNE</b> <b>Speaker:</b> <b>Brice Shirbach</b> <div>In this festive presentation, Brice, a professional rider, journalist, and storyteller, shares a highlight reel from his life spent riding spectacular terrain around the world.</div><div>Economic</div></div></div></div>		
9:30 pm	Outdoor Festive Evening at MSA Base Camp		
11 pm			

Friday September 5

8 am	Opening of Essor Assurances Trade Show & Networking Café		
9 am	Room A	Room B	Outdoor
	<div><b>PANEL</b> <b>Mountain Biking as a Driver of Social Integration</b> Speakers TBC Beyond its reputation as an extreme sport, mountain biking can also be a powerful driver of inclusion, learning, and social transformation. <div>Social</div></div>	<div><b>PARTICIPATIVE WORKSHOP</b> <b>Governance and Leadership in Quebec's Recreational MTB Sector</b> Format: Roundtable workshop Speakers TBC Join a group discussion on organizing governance, sustainability, and leadership to ensure that all stakeholders have the opportunity to be heard. <div>Social</div><div>Economic</div><div>Terrain</div></div>	<div><b>WORKSHOP</b> <b>Six Hand-on Trail Design Workshops</b> Speakers TBC 3 blocks #1 : 9am - 10am #2 : 10:15am - 11am #3 : 11:15am - 12pm Each participant will choose three of the six workshops. Subjects to be announced. <div>Terrain</div></div>
9:45 am	<div><b>WORKSHOP</b> <b>Safety: Motivation and Organizational Culture to Improve Risk-management Decisions</b> Speaker: Jeff Jackson, Ph.D. Mountain bike destinations both create and manage risk: the nature of their activities generates risks that they must take precautions against. As a result, the situation becomes highly subjective, particularly when justifying acceptable risk levels. <div>Terrain</div></div>		
10:30 am	Coffee Break at the Essor Assurances Trade Show		
10:45 am	<div><div>KEYNOTE PRESENTATION</div><div><b>TECHNOLOGY, AI, AND MOUNTAIN BIKING: WHERE ARE THE OPPORTUNITIES?</b> Speaker: Huges Foltz, Vooban Technology and artificial intelligence are revolutionising the world, but how will they impact the MTB industry of today and tomorrow? <div>Economic</div></div></div>		
11:45 am	CLOSING ADDRESS		
12 pm	Lunchbox Lunch		
1:30 pm – 3:30 pm	<div><div><b>TRAIL SENTINEL WORK PARTY</b> This afternoon offers a hands-on experience where all participants complete two real trailbuilding projects, supervised by top specialists from Quebec and beyond. It will be the perfect opportunity to apply the morning's learnings, refine techniques, and make a tangible contribution to improving the Mont-Sainte-Anne trail network. <b>Why participate?</b><ul style="list-style-type: none"><li>› Network and exchange ideas with professional trail designers from here and abroad.</li><li>› Apply the techniques learned in the workshops in a hands-on way.</li><li>› Contribute to the sustainable improvement of the network.</li></ul>A practical, educational, and collaborative experience for all skill levels! <div>Terrain</div></div></div>		

# THANK YOU TO OUR PARTNERS

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