

# Sharing our passion, growing our sport



**Symposium  
Québec  
vélo de montagne**



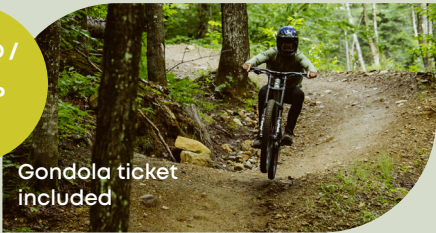


September 3-5, 2025  
Mont-Sainte-Anne

Presented by





8 am	Opening of Essor Assurances Trade Show & Networking Café		
Main Room			
9 am	WORDS OF WELCOME		
9:15 am	<div><div></div><div><div>OPENING PANEL</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 <p>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.</p><div>SocialEconomic</div></div></div></div>		
10 am	Coffee Break at the Essor Assurances Trade Show		
Main Room			
10:45 am	<div><div></div><div><div>KEYNOTE PRESENTATION</div><div><b>HARNESSING THE TOURISM, SOCIAL, AND ECONOMIC POTENTIAL OF TRAILS</b> <b>Speaker:</b> Glen Jacobs, World Trail <p>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.</p><div>Economic</div></div></div></div>		
11:45 am	Lunch & networking, Essor Assurances Trade Show		
1:15 pm	Room A	Room B	Room C
	<div><b>PARTICIPATORY WORKSHOP</b> <b>Developing a Positive, Accessible Image of Mountain Biking in Quebec</b> Hosted by: Francis Tétrault, Regroupement vélo de montagne des Cantons <b>Format:</b> Roundtable workshop <p>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.</p></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 <p>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.</p><div>Economic</div></div>	<div><b>PANEL</b> <b>Solutions and Best Practices for Trail Sustainability in the Climate Change Era</b>  Hosted by: Étienne Beaumont, VBN <b>Speakers:</b> Yannick Menneron, Bike Solutions Éric Domaine, bénévole trail builder et prévisionniste <p>A discussion on innovative designs, techniques, and sustainability approaches as extreme weather increasingly impacts cycling sites and infrastructure.</p><div>Terrain</div></div>
2:15 pm	<div><div>Social</div></div>	<div><b>PANEL</b> <b>Destination Marketing: Working Together for Success</b>  Hosted by: René-Martin Trudel, Sofa dans l'bois <b>Speakers:</b> Joe Fox, Bike Borderlands Nicolas Labrecque-Sauvé, Québec vélo de montagne Samantha Bosence, MTB Atlantic <p>An overview of cooperative and partnership models in the MTB industry to boost the stature of destination.</p><div>Economic</div></div>	<div><b>PANEL</b> <b>Developing Infrastructure for the Next Generation of Elite Enduro and Downhill Riders</b>  <b>Speakers:</b> Nicolas Legault, Centre National de Cyclisme de Bromont Rachel Pageau, Bike Racer Serge Veuthey, Velosolutions More TBA. <p>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.</p><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><b>OUTSIDE WORKSHOP</b> <p>Guided tour of a section of the World Cup course with Serge Veuthey, Director at Velosolutions Eastern Canada, and a guest athlete.</p></div>	
5:30 pm	BRASSEUR DES MONTS HAPPY HOUR At the Essor Assurances Trade Show		
7:30 pm	Dinner & festive evening		
11 pm			

8 am	Opening of Essor Assurances Trade Show & Networking Café		
Main room			
9 am	<div><div></div><div><div><b>MOUNTAIN BIKING AS A DRIVER OF SOCIAL AND ENVIRONMENTAL RENEWAL</b></div><div><b>Speaker:</b> Yannick Menneron, BikeSolutions</div><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>KEYNOTE PRESENTATION</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></div> <div><b>Professionalizing Coaches</b></div> <div>Speakers: Ian HUGUES, Bikeskills Luc Bélanger, PMBIA Samantha Boscence, Be Rad Adventure Co.</div> <div>Fostering rider progression and development while enhancing instructor expertise.</div> <div><div>Social</div></div>	<div><b>PANEL</b></div> <div><b>Launching and Maintaining Fatbike Trails: Recreation for Locals, Attracting Tourists</b></div> <div>Speakers: Éric Gagnon, Sentiers du Moulin Gabriel Marceau, Empire 47</div> <div>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> <div><div>Economic</div></div>	<div><b>PANEL</b></div> <div><b>Putting Tech to Work for Trail Maintenance</b></div> <div>Speakers TBC</div> <div>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> <div><div>Terrain</div></div>
11:45 am	Lunch & networking, Essor Assurances Trade Show		
1:15 pm	Room A	Room B	Room C
	<div><b>PANEL</b></div> <div><b>Building Community Engagement</b></div> <div>Hosted by: Marie-Gabrielle Philibert, Vélo Québec</div> <div>Speakers: Jérôme Pelland, Baere, Alain Planchamps, Parc des Sommets, Patrick Perreault, Digit</div> <div>Best practices for developing a sustainable community, keeping volunteers from running out of steam and maximizing collective impact.</div> <div><div>Social</div></div>	<div><b>PARTICIPATIVE WORKSHOP</b></div> <div><b>Management, Profit, and Growth for MTB Destinations</b></div> <div>Led by MT Lab, with an innovative and collaborative approach</div> <div>Format: Roundtable workshop</div> <div>Join a group discussion on balancing growth, maintenance, and user experience, while exploring revenue diversification strategies to ensure profitability.</div> <div><div>Economic</div></div>	<div><b>WORKSHOP</b></div> <div><b>Geomatics for Optimizing Trail Operations</b></div> <div>Speaker: Julien Marceau, Geomatics Specialist</div> <div>Understand, use, and maximize the potential of Geomatics data and advanced mapping tools, available for free or at low cost, to optimize trail operations.</div> <div><div>Terrain</div></div>
2:15 pm	<div><b>WORKSHOP</b></div> <div><b>Trail Design and Infrastructure: Enhancing the User Experience and Supporting Healthy Progression</b></div> <div>Speaker: Simon Drouin, Coach and trail designer</div> <div>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> <div><div>Terrain</div></div>	<div></div>	<div><b>PRESENTATION AND TERRAIN WORKSHOP</b></div> <div><b>Trails for EveryBODY: a Model for Growing aMTB Accessibility</b></div> <div>Speakers: Jeff Alexander, Vermont Adaptive Ski and Sports Joe Gaynor, The Vermont Mountain Bike Association Greg Durso, Kelly Brush Foundation</div> <div>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> <div>After the presentation, the participants are invited to get in the trails for a hands-on workshop.</div> <div><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></div> <div>Led by: Serge Veuthey, Velosolutions</div> <div><b>Facility Tour: pumptrack and dual slalom.</b></div> <div></div>	<div><div><b>ENDURO / DH GROUP RIDE</b></div><div></div></div> <div>Gondola ticket included</div>	
6:30 pm	<div><b>FLASH COUPE DU MONDE MTB MSA</b></div> <div>Hosted by: Ian Beaulieu et Marie-France Couture</div> <div>Exclusive screening of a documentary film celebrating the event's 30<sup>th</sup> anniversary</div> <div></div>	<div></div> <div><div><b>DINNER + PRESENTATION</b></div></div>	<div><b>PRESENTED BY DELTA HOTELS, MONT SAINTE-ANNE</b></div> <div><b>Speaker:</b> Brice Shirbach</div> <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><div>Economic</div></div>
9:30 pm	Outdoor Festive Evening at MSA Base Camp		
11 pm			





8 am	Opening of Essor Assurances Trade Show & Networking Café		
9 am	Room A	Room B	Outdoor
	<div><b>PANEL</b></div> <div><b>Mountain Biking as a Driver of Social Integration</b></div> <div><b>Speaker:</b> Étienne Beaumont, Vallée Bras-du-Nord, Projet En Marche</div> <div>Beyond its reputation as an extreme sport, mountain biking can also be a powerful driver of inclusion, learning, and social transformation.</div> <div>Social</div>	<div><b>PARTICIPATIVE WORKSHOP</b></div> <div><b>Governance and Leadership in Quebec’s Recreational MTB Sector</b></div> <div><b>Led by MT Lab, with an innovative and collaborative approach</b></div> <div><b>Format:</b> Roundtable workshop</div> <div>Join a group discussion on organizing governance, sustainability, and leadership to ensure that all stakeholders have the opportunity to be heard.</div> <div>SocialEconomicTerrain</div>	<div><b>WORKSHOP</b></div> <div><b>Hands-on Trail Building Workshops</b></div> <div>From 8 am to noon, each participant will be able to attend 3 workshops of their choice from a range of available topics.</div> <div><b>“New School” Trails: Jump Design, Flow &amp; Freeride</b> Simon Drouin and Alexandre Duquette, Wolf Bike Park</div> <div><b>Advanced Rock Armoring Techniques</b> Steeve Houde and Stéphane Perron, Dig SDM leaders</div> <div><b>Wooden Structures: Design, Safety &amp; Durability</b> Félix St-Jacques Bédard, InnovSentier</div> <div><b>Building Natural Minimalist Trails</b> Patrick Perreault, Dig-It trailbuilding</div> <div><b>Immersive Signage &amp; Safety: More Than Just a Sign</b> Jérôme Pelland, Baere</div> <div><b>Designing Trails That Leave a Mark</b> Glenn Jabobs, World Trail</div> <div>Click here for all workshops details.</div> <div>➔</div> <div>Choose your 3 workshops here – SIGN UP IS MANDATORY.</div> <div>➔</div> <div>Terrain</div>
10:00 am	<div><b>WORKSHOP (INDOOR AND OUTDOOR)</b></div> <div><b>Safety: Motivation and Organizational Culture to Improve Risk-management Decisions</b></div> <div><b>Speaker:</b> Jeff Jackson, Ph.D.</div> <div>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> <div>Outside, the workshop continues the conversation by examining how risk management is applied on the ground.</div> <div>Terrain</div>		
10:45 am	Coffee Break at the Essor Assurances Trade Show		
11:15 am	<div>KEYNOTE PRESENTATION</div>	<div><b>OUTDOORS AND TECHNOLOGY: THE POWER OF AI IN MOUNTAIN BIKING</b></div> <div><b>Speaker:</b> Hugues Foltz, Vooban</div> <div>From smart trail design to enhancing the customer experience, this presentation explores concrete solutions to propel your operations into the future.</div> <div>Economic</div>	
12:00 am	CLOSING ADDRESS		
12:15 pm	Lunchbox Lunch		
1:30 pm – 3:30 pm		<div><b>TRAIL SENTINEL WORK PARTY</b></div> <div>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.</div> <div><b>Why participate?</b></div> <div><div>› Network and exchange ideas with professional trail designers from here and abroad.</div><div>› Apply the techniques learned in the workshops in a hands-on way.</div><div>› Contribute to the sustainable improvement of the network.</div></div> <div>A practical, educational, and collaborative experience for all skill levels!</div> <div>Terrain</div>	

# THANK YOU TO OUR PARTNERS

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