

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>OPENING PANEL</div></div><div><div>MOUNTAIN BIKING IN QUEBEC: PAST, PRESENT, AND FUTURE</div><div>Hosted by Gilles Morneau</div><div>Speakers: Patrice Drouin and Chantal Lachance, Gestev Frédéric Asselin, Vallée Bras-du-Nord</div><div>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><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><div>HARNESSING THE TOURISM, SOCIAL, AND ECONOMIC POTENTIAL OF TRAILS</div><div>Speaker: Glen Jacobs, World Trail</div><div>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><div>Economic</div></div></div>		
11:45 am	Lunch & networking, Essor Assurances Trade Show		
1:15 pm	Room A	Room B	Room C
	<div><div>PARTICIPATORY WORKSHOP</div><div>Developing a Positive, Accessible Image of Mountain Biking in Quebec</div><div>Hosted by: Francis Tétrault, Regroupement vélo de montagne des Cantons</div><div>Format: Roundtable workshop</div><div>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> <div>Social</div>	<div><div>PRESENTATION</div><div>The Bike Economy: Current and Potential Spin-offs of a Growing Sport</div><div>Speaker: Jean-François Rheault, Vélo Québec</div><div>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><div>Economic</div></div>	<div><div>PANEL</div><div>Solutions and Best Practices for Trail Sustainability in the Climate Change Era</div><div>Hosted by: Étienne Beaumont, VBN</div><div>Speakers: Yannick Menneron, Bike Solutions Éric Domaine, bénévole trail builder et prévisionniste</div><div>A discussion on innovative designs, techniques, and sustainability approaches as extreme weather increasingly impacts cycling sites and infrastructure.</div><div>Terrain</div></div>
2:15 pm	<div><div>Social</div><div></div></div>	<div><div>PANEL</div><div>Destination Marketing: Working Together for Success</div><div>Hosted by: René-Martin Trudel, Sofa dans l'bois</div><div>Speakers: Joe Fox, Bike Borderlands Nicolas Labrecque-Sauvé, Québec vélo de montagne Samantha Bosence, MTB Atlantic</div><div>An overview of cooperative and partnership models in the MTB industry to boost the stature of destination.</div><div>Economic</div></div>	<div><div>PANEL</div><div>Developing Infrastructure for the Next Generation of Elite Enduro and Downhill Riders</div><div>Speakers: Nicolas Legault, Centre National de Cyclisme de Bromont Franck Kirsher, Bike Racer Serge Veuthey, Velosolutions More TBA.</div><div>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><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><div>XC / ALL MOUNTAIN GROUP RIDE</div><div>Local athlete Franck Kirscher will lead the advanced group, while Maxime Letendre, Director of Operations at Mont-Sainte-Anne, will ride with the intermediate group.</div></div></div>	<div><div>OUTSIDE WORKSHOP</div><div>Guided tour of a section of the World Cup course with Serge Veuthey, Director at Velosolutions Eastern Canada.</div></div>	
5:30 pm	BRASSEUR DES MONTS HAPPY HOUR At the Essor Assurances Trade Show		
7:30 pm	Dinner & festive evening at Delta Mont-Sainte-Anne		
11 pm			

8 am	Opening of Essor Assurances Trade Show & Networking Café		
Main room			
9 am	<div><div></div><div><div>MOUNTAIN BIKING AS A DRIVER OF SOCIAL AND ENVIRONMENTAL RENEWAL</div><div>Speaker: 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> <div><div>KEYNOTE PRESENTATION</div><div><div>Social</div><div>Economic</div><div>Terrain</div></div></div>		
10 am	Coffee Break at the Essor Assurances Trade Show		
10:45 am	Room A	Room B	Room C
	<div>SESSION</div> <div>Professionalizing Coaches</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>PANEL</div> <div>Launching and Maintaining Fatbike Trails: Recreation for Locals, Attracting Tourists</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>PANEL</div> <div>Putting Tech to Work for Trail Maintenance</div> <div>Hosted by: Élodie Mouillet, co-founder of Sentinel</div> <div>Speakers: Alexandra Linteau, volunteer Trailbuilders MSA Pascal Vinh Nguyen, general director Plein Air Sutton</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>PARTICIPATIVE WORKSHOP</div> <div>Management, Profit, and Growth for MTB Destinations</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>PANEL</div> <div>Building Community Engagement</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>WORKSHOP</div> <div>Geomatics for Optimizing Trail Operations</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></div> <div></div>	<div>WORKSHOP</div> <div>Trail Design and Infrastructure: Enhancing the User Experience and Supporting Healthy Progression</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>PRESENTATION</div> <div>Trails for EveryBODY: a Model for Growing aMTB Accessibility</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><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>OUTDOOR WORKSHOP</div> <div>Led by: Serge Veuthey, Velosolutions</div> <div>Facility Tour: pumptrack and dual slalom.</div>	<div></div> <div><div>ENDURO / DH GROUP RIDE</div></div> <div>Gondola ticket included</div>	
6:30 pm	<div>FLASH COUPE DU MONDE MTB MSA</div> <div>Hosted by: Ian Beaulieu, production manager, and Marie-France Couture, associate producer.</div> 	<div></div> <div><div>DINNER + PRESENTATION</div></div>	<div>PRESENTED BY DELTA HOTELS, MONT SAINTE-ANNE</div> <div>Speaker: 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 Delta Mont-Sainte-Anne		
11 pm			

7:30 am	Opening of Essor Assurances Trade Show & Networking Café		
9 am	Room A	Room B	Outdoor
	<div>PARTICIPATIVE WORKSHOP Governance and Leadership in Quebec's Recreational MTB Sector Led by MT Lab, with an innovative and collaborative approach Format: Roundtable workshop Join a group discussion on organizing governance, sustainability, and leadership to ensure that all stakeholders have the opportunity to be heard.</div> <div><div>Social</div><div>Economic</div><div>Terrain</div></div>	<div>PANEL Mountain Biking as a Driver of Social Integration Speaker: Étienne Beaumont, Vallée Bras-du-Nord, Projet En Marche Beyond its reputation as an extreme sport, mountain biking can also be a powerful driver of inclusion, learning, and social transformation.</div> <div><div>Social</div></div>	<div>WORKSHOP Hands-on Trail Building Workshops From 8 am to noon, each participant will be able to attend 3 workshops of their choice from a range of available topics. 7:45 am : Welcome and group assignment in front of the outdoor exhibitor booths. “New School” Trails: Jump Design, Flow & Freeride Simon Drouin and Alexandre Duquette, Wolf Bike Park Advanced Rock Armoring Techniques Steeve Houde and Stéphane Perron, Dig SDM leaders Wooden Structures: Design, Safety & Durability Félix St-Jacques Bédard, InnovSentier Building Natural Minimalist Trails Patrick Perreault, Dig-It trailbuilding Immersive Signage & Safety: More Than Just a Sign Jérôme Pelland, Baere Designing Trails That Leave a Mark Glenn Jabobs, World Trail Click here for all workshops details. <div>→</div>Choose your 3 workshops here – SIGN UP IS MANDATORY. <div>→</div><div><div>Terrain</div></div></div>
10:00 am		<div>WORKSHOP (INDOOR AND OUTDOOR) Safety: Motivation and Organizational Culture to Improve Risk-management Decisions 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> <div><div>Terrain</div></div>	
10:45 am	Coffee Break at the Essor Assurances Trade Show	Jeff Jackson invites participants to continue outside for concrete examples on the terrain.	
11:15 am		<div>OUTDOORS AND TECHNOLOGY: THE POWER OF AI IN MOUNTAIN BIKING Speaker: Hugues Foltz, Vooban From smart trail design to enhancing the customer experience, this presentation explores concrete solutions to propel your operations into the future.</div> <div><div>Economic</div></div>	
12:00 am	CLOSING ADDRESS		
12:15 pm	Lunchbox Lunch		
1:30 pm – 3:30 pm		<div>TRAIL SENTINEL WORK PARTY 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. Why participate? › Network and exchange ideas with professional trail designers from here and abroad. › Apply the techniques learned in the workshops in a hands-on way. › Contribute to the sustainable improvement of the network. A practical, educational, and collaborative experience for all skill levels!</div> <div><div>Terrain</div></div>	

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