

# Ontario By Bike Workshop

## Saugeen Shores

### Workshop Agenda

April 26<sup>th</sup>, 2017 – 9:30am to 11:30am

1. Welcome, Introduction & Overview
2. Ontario By Bike Network Program
3. Industry Standards & Criteria Checklist
4. Promotional & Marketing Opportunities
5. Who Are Cycle Tourists?
6. Why Welcome Cyclists?
7. Why Saugeen Shores?  
**Guest Speakers – TBD**
8. Destination Development
9. Next Steps
10. Q&A



### Guest Speakers

- Name, Position, Organization
- Name, Position, Organization

