

CYCLE OF INFLUENCE™

Cycle of Influence Conference: Update

The inaugural Cycle of Influence [COI] Conference has been postponed to October 2010, with tentative dates set for the 20th-22nd.

During the last several months COI has assembled an impressive program and influential speakers that, as a whole, have piqued the interest of potential guests. COI has received the commitment of all of the speakers on the current agenda for 2010. In the coming weeks and months COI will be making announcements on additional speakers and activities for the 2010 conference, including the announcement of an Advisory Board and new event[s] to take place at the conference benefiting charities. Sergio Bravo, Executive Producer of COI, says "We introduced this project a little late in the year, but now the delay will only help us and our supporters to plan better for the 2010 event." Bravo adds "At Interbike this year and previously through our social networking groups we have received resounding votes of confidence for the COI. The overwhelming support for the concept has proven that the idea is one that our invited guests [cycling and action sports key influencers] feel is viable and necessary."

Those guests who have already registered and paid for the conference have the option of a refund or of forwarding payment to the 2010 event.

The COI Conference is intended to inspire and promote growth, making the cycling business better business. Topics discussed at the conference will include: Social Media, Economics, Trends, Marketing/PR, Innovation, Sustainability and Legal. Please contact sBRAVO@cycleofinfluence.com for more details or sponsorship opportunities.

Cycle of Influence Conference - October 20-22
<http://www.cycleofinfluence.com/>

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