



## BIU NEWS 2013 APRIL ABOUT KC24

Dear Hiro,

The BIU News information is nice, the Kameoka Cup-24, the track, the video, the Monty information, everything is nice, congratulations....

Pere

Dear Pere,

Thanks for checking the Club Biketrial website. KC is just a local event, but it has a lot different things from the other. I organize KC almost every after 2 month in Kyoto. I started KC 5 years ago as a test event for a new organization way and already I got a lot of data through KC and it still be modified to improve. KC is getting very popular and popular with beginners with wide age that all can enjoy together. And has 8 booths (apparel, parts, test ride, exhibition, etc) including a café. Not like a event in the mountain with nothing but sections.

Here I am going to explain you about the records of KC.

The first event in 2009 got just 12 riders. In the last event KC24, I got 88 participants. 2 times over 100 in the past.

(1) Women and girls participants: In KC24, I got 15 women and girls. It is the 17 times I got double numbers (means more than 9) in KC. And got double numbers in 16 times in a series is also a national record. Do not think that we have many Femina in Japan. For example, even the second popular event in East area got 9 Femina only 2 times in June and November in 2004. Never more, never after. Never double numbers. This is the fact. You will know a lot difference among KC and the other events.

(2) The first timers: They were 19 riders in KC24. Normally I get the first timers from 10 to 30. So this time was normal. Having the first timers are very important for our event and for our sport.

(3) KC is the first one started Push Biketrial in the world. There became 2 classes from this year. In the class "Push Biketrial B" (up to 3 years old), I got 9 participants and this is a record.

(4) Youngest participant is 2 years old and oldest one was 55 years old in KC24. It is very important thing for local events. Any ages any levels can enjoy together.

I tell you that now I do not have interest in the event without **WOMEN and GIRLS**, no interest in without **FIRST TIMERS**, no interest in without **YOUNG CHILDREN**, no interest in without **AGED PEOPLE**. Without these, the event is not providing the joy of riding for everybody. It means I will never increase the participants.

As I know, we will get Femina at least 2 or 3 without effort. But sure it never comes to double numbers in local events without trying very hard. If the event has less than 10 women & girls, if the event has less than 10 first timers, if the event has no aged riders like over 50 years bold, and only strong young riders coming to the event. Because you are making it jut for them. Is it right for local events?

We say Biketrial is for everybody. But actually there is very slim chance to see the event with the concept.

Organizing just WBC does not work to promote our sport in the country. I knew it with my experience to hold it in Japan for 17 times (since 1992 to 2008). Please see below data (from KC24) that I check every time to know the detail of entry. I also use survey to know the needs of participants. Such marketing is very important for our next step to improve. If you see it carefully I am sure will find something important there.

Kameoka cup 24					
The entry details					
Group/Age		Male	Female	Total	
A (16 & up)	60 – 69	0	0		Ax31
	50 – 59	2	1	20"x2 RENTx1	
	40 – 49	12	1	20"x8 26"x4 ?x1	
	30 – 39	4	3	20"x11 26"x2	
	20 – 29	1	0	20"x1	
	16 – 19	1	0	20"x1	
B (15 & down)	15 years old	1	0	20"x1	Bx57
	14 years old	2	0	20"x2	
	13 years old	1	0	20"x1	
	12 years old	3	0	20"x3	
	11 years old	5	1	20"x6	
	10 years old	7	2	20"x8 18x1	

	9 years old	9	1	20"x10
	8 years old	3	2	20"x4 16"x1
	7 years old	5	0	20"x1 18x1 16"x2 ?x1
	6 years old	2	0	18"x1 16"x1
	5 years old	2	0	12"x2
	4 years old	3	1	12"x2 16"x1 18x1
	3 years old	2	2	12"x1 10x1 ?x2
	2 years old	2	1	12"x1 6x1 ?x1
<b>TOTAL</b>		<b>73</b>	<b>15</b>	<b>88</b>

**CATEGORIES**

PUSHBIKE A: 4  
PUSHBIKE B: 7  
NO COLOR A: 8  
NO COLOR B: 17  
WHITE A: 9  
WHITE B: 14  
GREEN: 17  
BLUE: 11  
**TOTAL: 88**

FIRST TIMER: 19  
RENTAL BIKE: 1  
FEMALE: 15

**GROUP**

K•D•R•T: 16  
MORI TRIAL: 11  
WONDER ENERGY: 10  
TEAM MAT: 6  
GRITTER TUNE: 5

TEAM ON THE ROCK: 4  
BHB Famly: 3  
W.P.KYOTO: 2  
TEAM CAMEL: 2  
TEAM MOMENT: 1  
WELD ONE: 1  
GIANT Cycling Club: 1  
CLUB BIKETRIAL: 1

AREA

KYOTO: 25  
MIE: 16  
OSAKA: 15  
HYOGO: 12  
OKAYAMA: 6  
NARA: 4  
WAKAYAMA: 3  
AICHI: 3  
SHIGA: 2

BIKE

MONTY: 27 (?x1/14x0/16x3/20x22/26x1)  
ECHO: 7 (20x6/26x1)  
ONZA: 7 (18x3/20x4)  
KOXX: 7 (12x1/18x1/20x5/26x0)  
DOB: 6 (18x0/20x6/26x0)  
STRIDER: 3 (12x3)  
ORION: 4 (20x4)  
GIANT: 2 (20x0/24x0/26x1/RENTALx1)  
WC: 2 (20x2)  
ASUKA: 2 (20x2)  
MORI: 1 (10"x1)  
Y BIKE: 1(?x1)  
BECAUSE: 1 (26x1)  
ANCHOR: 1 (26x1)  
JD RAZOR: 1(6x1)  
BRIDGESTONE: 1 (16x1)  
GLITER TUNE: 1 (20x1)  
MATSUDA: 1 (20x1)  
GRITTER TUNE: 1 (20x1)  
FULLMARKS: 1 (20x1)  
ZHI: 1 (20x1/26x0)  
BIONIC: 1 (20x1/26x0)  
MARUISHI: 1(20x1)

WELD ONE: 1 (20x1)  
 SALSA: 1(26x1)  
 TANK: 1 (20x1)  
 ?: 5(?x3/12x2)

TOTAL: 6x1/10x1/12x6/14x0/16x4/18"x4/20x60/24x0/26x6/RENTALx1/?x5)

Sincerely yours,  
 Hiro

**No. 003 dated 07/04/2013**

**INFORMATION FROM GIULIANO**

Dear Hiro,

as you know our web site [www.biketrialinternational.com](http://www.biketrialinternational.com) can send "mass mail". Mass mail it's a service a little bit differenced from traditional e-mail. Have some advantage and some disadvantage.

One disadvantage is that MassMail it's "html" mail, so it's possible that some server don't like this type of communication and cut it (little percentage).

One advantage is that MassMail have the possibility to know how many receiver read the communication.

After 10 sending since 28<sup>th</sup> October 2012 I can know a little statistics of Delegate than read our service.

The percentage it's a little poor, only the 47% of recipients.

But this percentage is penalized by the system of sending (Html). And exist others data to consider.

I had cross data of Mass Mail with my "WBC 2012 email campaign" and now I have the first result.

With this cross data job I have 5 type of results, gathered in group:

GROUP	Group Description	Delegates	Comment
YA	This Delegate Read Mass Mail (Yes) and answer to email (Answer)	13	PERFECT !
NA	This Delegate don't read Mass Mail (No) but have answer to traditional email (Answer)	6	Need check email can be change in the last time or he don't want receive Html
NN	This Delegate don't read Mass Mail (No) and don't answer, BUT his email address it's active	9	Need serious control of this email and try to have contact with this Delegate.
YN	This Delegate Read Mass Mail (Yes) but don't answer to email (No answer).	3	Strange group. The Delegate read communication, his email is ok, but he don't write us nothing. The contact is technically efficient but need control.

NE	This Delegate don't read Mass Mail (No) and not receive email (Error)	5	This contact is loosed today. We must reconnect the Delegate with different system than email.
	TOTAL	36	

I would rebuild, with your help, the contact with all BIU National Delegations in the world.

Now I would immediately set in the NA – NN – YN Group. Totally = 18 BNU than can have contact with us but ... not immediately.

**About NE Group:**

I think than we must find different solution like telephone or fax or traditional email and ask "if they want continue".

**About YA Group:**

Many thanks to this Delegate for his activity.

Best Regards,  
Giuliano Gualeni

Dear Giuliano,

Thank you, it is helpful.

I always direct people to [biketrialinternational.com](http://biketrialinternational.com)

Best regards,  
Yosnison Maretsa  
INDONESIA

Dear Giuliano,

May I know which group I am?

Best regards,  
Yosnison Maretsa  
INDONESIA

Dear Yosnison,

you are in the FIRST Group !! Of course !

You are every time in contact with Mr. Hiro and all BikeTrial family.

Thank you very much for this.

Best regards,  
Giuliano

**No. 002 dated 03/04/2013**