

DIVERSITY+



By Alisa Clickenger

NECESSITY IS THE MOTHER OF INVENTION

We're nearly three months into the 'new normal' of the powersports industry (and life) and we're now seeing how the flexible businesses are adapting to the times and thriving. Some dealerships are nearly out of inventory and NPA is reporting record sales and prices. Necessity is the mother of invention, as they say, and that's certainly been true in my own company. Women's Motorcycle Tours is a touring and events company heretofore focused exclusively on in-person events.

In a brainstorming session we stumbled upon the idea of bringing women together virtually, and thus the Women's Motorcycle Conference Online was born. The March women's conference was a huge success with 29 presenters, 15 sessions and 5 different networking sessions over two days. We sold 350+ tickets to attendees from nine different countries in our extremely short pivot-to-market of just two weeks.

With an unknown amount of shelter-in-place orders still ahead of us, we thought, "What if we expand to serving all riders, not just women? Thus REVVtalks was born.

REVV, the Riders Educational Virtual Vault, was inspired by TED talks. We decided we wanted to bring top quality powersports industry knowledge to consumers in the new webinar format that has quickly become so popular in the socially distanced wake of COVID-19.

REVVtalks was launched with an online powersports conference, but that was only the beginning. By leveraging new technology and using it in creative ways, we're now offering live weekly REVVtalks and continually adding new material to the virtual vault every week. Access to the vault material is by subscription: subscribers can purchase access to individual talks or subscribe quarterly or yearly for access to the entire body of material.

A key takeaway is while it's essential for your business to focus on what you're good at, it's equally imperative to keep taking a fresh look at your business. We started with the question 'how can we serve' and it led us down an entirely new avenue of thinking. We considered what our core business is and realized it's not just leading people on vacation on motorcycle tours, it's really about bringing enthusiasts together.

In an era when print publications are dying and reliable sources of information are getting harder and harder to find, our business pivot makes perfect sense. By embracing new technology quickly and having the organizational ability to be nimble and flex, we've been able to grow and expand our core business that serves our customers a new and ingenious way.

It's a win all the way around: we serve our customers better, provide a great service that fills a void in the marketplace, and we are seen as leaders in a new form of content delivery. Isn't that what we want for all of our businesses? 

*Alisa is a two-wheeled world traveler, author, tour operator, and event producer. She has been featured in a variety of media outlets as a woman pursuing a life of adventure and helping others to access their inner wisdom and be free to lead lives they are passionate about. Her book **Boost Your Confidence Through Motorcycling: A Woman's Guide to Being Your Best Self On and Off the Bike** became an Amazon.com #1 Bestseller. In 2019 Alisa was also named to Dealernews TOP 100 People in Powersports. Her personal mission is to empower women through motorcycling and adventure while being a strong advocate for the powersports industry at large. Alisa's motorcycle touring company is www.WomensMotorcycleTours.com.*

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FREE Live REVVtalk and new content added to the virtual vault every week.



REVV TALKS

RIDER EDUCATION VIRTUAL VAULT

REVVtalks is an online platform offering unprecedented real-time access to powersports experts - riders, instructors, researchers, adventurers, filmmakers, journalists, creators and educators sharing their expertise and knowledge via FREE live webinars.

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