Scott Phillips
AMAZING HORSE COUNTRY

Host To Do List

Before Booking

- Choose preferred workshop type.
- Review available dates.
- Confirm arena availability.
- Ensure classroom space is available.

Once Dates Are Chosen

- Pay the **$1000 + GST deposit** to secure the workshop.
- Review invoice and confirm participant cost structure.
- If required: arrange accommodations or flight for Scott.

Required information for Advertising

We'll create a poster for you in pdf and jpg format that you can share on social media, email and print. To do that we need the following as soon as possible:

- The amount per participant you are charging for the workshop, and if it includes GST.
- Whether there are other activities planned for the workshop such as a pot luck dinner or campfire, etc and what day that is.
- Additional costs such as overnight boarding or stall rental.
- Contact information for the person managing workshop reservations.

Participant Management

- Collect **$200 non-refundable deposits** from each participant.
- Make your refund policy exceptionally clear (you can use ours as a template)
- Track payments and ensure full payment **45 days prior**.
- Replace unpaid participants after the deadline.
- Confirm group size:
    - 5 for Progressive
    - 8 (up to 10 for Partnership) for other workshops

- Remind participants they must attend **all days and that they do not have a spot until paid in full.**
- **IMPORTANT NOTE:** a potential participant saying they are *interested* is not a booking. A participant is only booked into the workshop after they have paid in full.

Venue Prep

- Any required arena preparations.
- Prepare classroom space (chairs, projector area, power).
- If required, arrange stalls/pens, water access, manure disposal.
- If required, confirm parking and trailer flow and inform participants.

Advertising

- Create a Facebook event and share it.
- Frequent posts on social media channels
- Share on equine social groups (a short list follows).
- Distribute posters (AHC provides design).
- Email local riders and contacts.
- Optional: run paid ads. This is incredibly effective because you can target a specific demographic, such as “50 miles around Lethbridge, people that like horses”
- Contact local newspapers, radio, and town event listings - these are generally free.

Logistics

- Confirm obstacle availability (AHC brings them unless flying but if you have some, just inform AHC).
- If flying: source creative obstacles (we can provide a list).
- Prepare refreshments if offering (coffee, water, snacks).
- Confirm weather considerations.

Week of the Workshop

- Final facility check.
- Confirm participant arrival times.
- Ensure classroom and arena are ready.
- Coordinate with Scott on arrival time ensure help is available to unload/load and setup obstacles.

<u>Suggest Facebook Groups:</u>

your town and Area Business
Alberta Horses and Trainers
Northern Alberta and BC Horse Shows and Clinics
Horse Liberty Lovers
Alberta Equestrian Clinic Resource
Alberta Equine Professionals
Alberta Horse Clinics and Seminars

Alberta Horses, Events and Services
Alberta Equine Services /Shows/Clinics/Boarding Facilities
Northern Alberta Horse Shows and Clinics
Equine Related Businesses - in Alberta
Southern Alberta Horse Shows and Events
Horse Shows and Clinics in Alberta
Look What's Happening in *your town*