

How to plan and run a successful “Horse Sense 101” workshop

Horse sense 101 workshop

It's important to get together with your team that wants to organize the workshop with you right at the beginning to answer the following important questions to guide the vision and organizing of the workshop:

What are our goals of the workshop?

Do you want to introduce new people to the world of horses?

Do you want your volunteers to acquire “horses sense “ and be safe around the horses?

Do you want to use the workshop to promote your programs or facility?

Do you want to make some money?

Who do we want our workshop to reach?

Who is our target market, by identifying who your ideal client is, you will have a better idea of how to reach them.

How will we promote the workshop?

How many people do we want to attract?

This will depend on the size of your facility or room

What is our budget for the workshop?

How much will you have to pay the speaker for their time and travel?

The beauty of using The Horse watcher “Horse Sense 101” lesson plan and discovery cards is You become the Expert and have all the tools to facilitate the workshop. And once you have downloaded them — you can use them over and over .

Will you offer refreshments at your workshop?

Do you have access to a suitable room or will you have to rent a space?

Will you provide handouts to your attendees?

Once you have the answers to these key questions in place and a basic vision, its time to start nailing down the details.

Choose a Date

This is sometimes the hardest part of planning a workshop.

Whatever date you choose is not going to work for everyone — so just pick one that you feel will work for the majority .

Do you want to offer your workshop on the weekend?

Or in the evening?

There is a lot of competition for peoples time on the weekend — family commitments/chores/shopping other workshops and clinics.

For a 2 - 3 hour workshop evenings can work very well.

Create a plan to promote your workshop and

Design marketing materials

Break it down into bite sized chunks

tasks to do 4-6 weeks out

tasks to do 2-4 weeks out

tasks to do 14 days out

Day of the workshop

Also plan out who is responsible for what tasks — it is much easier if the work is shared.

Organize the logistics

Making sure things run smoothly is an important part in setting participants up to focus on learning and bonding with their fellow attendees.

How will people register and pay

Will you offer on-line registrations or sell tickets

Try to get people to commit to the event and pay ahead of time so yo get a more accurate idea of your class size.

Food:

Providing tea and coffee to keep people awake, and perhaps a light snack for the breaks is very well received.

Make sure to ask people about food allergies!

Travel: Make sure you know how to get to your location and where they can park.

Printed materials and name tags — be sure you have enough for everyone.

Run your workshop

Have a great time, remember to breathe, and spend time getting to know the people who come to the workshop? Although it is all about learning, that doesn't mean it shouldn't be fun too.

Collect the attendees names and e-mail info so you can follow up with them after the event.

Document — Be sure to take photos and videos to remember the workshop — you can use these to promote future workshops.