

## HOSTING TIPS To Make Your Event a Success

### BENEFITS OF HOSTING

**\*PAYMENT PLANS AND AFTERPAY ARE ACCEPTED BY OUR SITE – PLEASE CONTACT US TO OFFER THIS TO YOUR PARTICIPANTS.**

- **FREE FOR HOSTS TO CERTIFY**
- **HOSTS CAN EARN FREE SPOTS FOR STAFF OR KEEP THE MONEY FROM THE FREE SPOTS (This will be discussed with each host and is handled on a case-by-case basis)**
- **HOSTING CAN PUT YOU ON OUR CERTIFIED SAFE FACILITY LIST**
- **POSSIBLE INSURANCE DISCOUNTS (CHECK WITH YOUR AGENT)**
- **REASONABLE TRAINING COSTS FOR NEW EMPLOYEES OR VOLUNTEERS**
- **A PREPARED, QUALIFIED STAFF READY TO RESPOND TO EQUINE EMERGENCIES & DISASTERS**
- **HOSTS THAT MOVE UP TO BECOMING INSTRUCTORS WILL HAVE A NEW CAREER AND REVENUE SOURCE FOR THEIR HORSE BUSINESSES**

### THINGS YOU CAN DO

- **ACCEPT YOUR PENDING COHOST INVITE ON THE EVENT – Go to your event once its created. (Insert Link) You will see at the top of the event your invite. Click Accept.** This puts the event on your calendar as well as ours and gets it more exposure to potential.
- **SHARE, SHARE, SHARE, SHARE –** Don't underestimate the power of Social Media. Facebook is one of our companies' biggest advertising allies. Instagram is second and TikTok third. Share the event to your farm or business page, to groups you belong to, and invite friends and family and clients. Consider putting even \$10 -25 in advertising dollars behind the event. This will increase exposure and usually gets results when trying to get attendees to register. Please email us if you have any questions @ [equifirstaideastcoast@gmail.com](mailto:equifirstaideastcoast@gmail.com)
- **CONTINUE SHARING –** You are only as relevant as your last post or share. Social Media loves interaction. Share every week to two weeks or so. Get people interested in the class. Share the benefits of knowing ahead of time how to respond to emergencies and disasters. Write an email to your participants asking them to spread the word about the class. Which brings us to the next tip...
- **TELL PEOPLE WHY YOU WANTED TO HOST THE CLASS –** The majority of our hosts sign up to host because they see the value or have heard of the value of hosting the classes and obtaining the knowledge in these classes and manuals. Many DVM's and other Equine Professionals were involved in the creation of these courses. Equi-First Aid USA and Equi-Health Canada the founders still maintain a board of advisors that oversee the content. The content is also copyrighted and insured by Lloyds of London. The fundamental skills taught in these classes are timeless.
- **OFFER EXTRA SERVICES –** Allow riders to bring their own horses and rent stalls. Consider putting on a buffet for an additional charge. Depending on what your farm offers for services or recreation, consider combining it with our classes to bring more attention and revenue to the overall event. For instance, a trail ride weekend, etc.  
**Please note that we do not allow auditing and our pricing is to be listed separately and cannot be combined in the overall price of your offering.**