

**New Horse Course at Erin High School**  
Upper Grand District School Board,  
Continuing Education

**Start date: Tuesday February 12, 2019**  
**7-9 pm** (age 16 years and older)  
**Room 254, Erin High School (Erin Centre 2000)**  
**14 Boland Drive, Erin Ontario**



*General Interest Course:*

*Equine Marketing, Horse Events & Workshops*

Erin EHS – Rm 254, 7-9pm 4 classes, beginning February 12, 2019

Fee: \$175. Plus hst (four classes)

Program fees includes resource materials, industry references and guest speakers

Instructor: Bridget Ryan

To register, please contact:

Continuing Education: 519.941.2661 or on-line at: [www.learningforyou.ca](http://www.learningforyou.ca)

Region: Orangeville and area

Need more details or information?

Contact: Tricia Boynton

Administrative Office Assistant

Dufferin Continuing Education

519-941-2661 Ext 221

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## **ERIN DISTRICT HIGH SCHOOL**

### **EQUINE: CONTINUING EDUCATION COURSE Start date: February 12, 2019**

Do you have an equine business, product idea or small horse farm?

Do you want to host your own equine event and wonder where to start?

Have you ever wondered what it might take to turn your dream into a business?

**If you answer yes to any of the above, this course is for you!**

This program is best suited for small-business owners, horse people and equine enthusiasts who have an interest and want to learn more about equine marketing or hosting your equine event

- Exploring your horse dream or idea
- Developing your horse interest/product into a viable business
- Collaborative partnerships and community equine projects

Join instructor Bridget Ryan (owner of Equine Erin) for an hands-on look at equine marketing, workshops, and educational programs. The course will include guest speakers and real life examples. Participants will take away resource materials to support your horse dream, events, clinics, and workshops.

#### **Topics**

Class 1: Defining your equine business idea, goals and objectives

Class 2: Equine marketing, branding, promotional tools & resources

Class 3: Equine Events - Partnerships, sponsorships, & committees

Class 4: Equine Education, Resources, Industry Memberships Trade Shows

**For more information on the individual lesson content, please contact**

**Bridget Ryan Tel. 519.855.4562 Text 519.216.4562**