



## Central New York Dressage & Combined Training

### Educational Series

Definition: facilitating continuing education for CNYD&CTA members and the horse community in general, including a variety of aspects of the sport

Goal:

To offer education for our members and those in the local horse community as well as a social opportunity during the “off” season - we are looking for a speaker/presenter to present topics on any aspect of the equine sport

How it works:

Have an idea for a speaker? First reach out and see if they’re available for a meeting date where an educational series is planned and find out the estimated cost (if any)

We want to offer these lectures and events for free so we try to remind the possible speaker this will be a great way to spread the word about their product/service and to promote them, as this may encourage them to reduce or waive their fee

If a fee is required it should be sent to the board for majority approval- usually fee will be passed if \$200 or less

We offer the use of PowerPoints - must be reserved ahead of time so we can ensure we have the necessary technology and space reserved

We ask everyone to RSVP to each event so we have ahead count for supplying food and for our guest to know how many they are presenting to; can create an Eventbrite event for this which takes care of a list and encourages people to RSVP instead of showing up with no notice – though we would never turn anyone away!

Also we sometimes ask audience members to submit questions for the speaker to review before the event so they can get a feel of what people are interested in learning about

Communication Sample:

*I hope my email finds you well! I'm writing to inquire if you would be interested in joining the Central New York Dressage & Combined Training Association for one of our educational series?*

*We are hoping to offer this before our monthly meeting on \_\_\_\_\_ at 6pm. Our educational series events usually run for about an hour and we encourage Q&A time as well. We hold our meetings at the Manlius Public Library, which offers the use of PowerPoint and a projector when booked ahead of time. We would love to have you join us to discuss \_\_\_\_\_*

*Our educational series is a great way to spread the word about the products and/or services you offer our community and it's a very fun evening of discussion and socializing! Please let me know if you're interested in joining us, if you would charge a fee what that would be, and if you have any questions! Thank you for your time!*