

Ideas on How to Run a Clinic

Build a staff in three committees to help execute the clinic/schooling show. Committees should meet regularly to check off the boxes.

1. Secretarial Committee shares management duties in budget development, which include expenses and projected income of fees to be collected from participants. Select a date good for your group, decide what type of clinic/schooling show (formal or informal), find a location, contract with a clinician/judge, arrange for their transportation and potential accommodations. Start an advertising campaign and collect entries.
 - a. If there is to be a schooling show following the clinic, this committee shall be in charge of ordering awards, arranging for gate stewards, a scribe and a scorekeeper.
2. Ground Crew Committee with duties in managing the obstacles such as building or maintenance, setup and take down; and available provide a crew to assist in the arena with resetting the obstacles.
3. Hospitality Committee for building camaraderie. Duties can be overseeing the comforts of riders, Licensed Officials, horses and guests including camping, etc.

Types of Clinicians:

1. Using a WE rated clinician/judge will attract experienced local equestrians to your event with respect and trust in taking instruction from said professional.
2. Allowing a club/AO member who is in the LOC training/licensing program to practice their WE instruction and judging skills in an informal clinic or Mock Show/schooling show builds camaraderie, and respect in those dedicated to serving the sport.
3. Hiring local instructors who do not have experience in WE instruction/coaching is not advised, unless you are hosting a clinic for them to only teach their discipline with reference to how it may be executed in the WE sport. WE hosts should promote WE training. Although there is room for All Breeds, All Saddles and Any Attire, to falsely advertise WE instructors/coaches puts a blemish on the level of training needed to accomplish advancement in the Levels of WE execution/competition/becoming a Licensed Official.
4. Hosting a **WE Instructors Training Clinic** can contribute to an AO's base/team of instructors, which will build confidence in local experienced riders that they will receive true WE training.

Types of Advertising:

1. Build a Flyer with the particulars and contact agent info to distribute locally at feed stores and local riding clubs/stables. (Or use one provided by USAWE when they become available.)
2. FaceBook advertising. Create your Flyer in a page-maker or publisher program, save to PDF, and upload a copy in the Files tab of your FB Group. In order to publish your flyer in your Discussion Newsfeed, you'll need to convert it to a JPG. Go here and follow the prompts to accomplish this: <https://www.zamzar.com>
 - a. Follow the directions found in "How to advertise in Facebook groups".
3. USAWE calendar. If you are an AO, you can post your clinics, schooling shows and licensed shows on the USAWE calendar. From <https://usawe.org/we-community/affiliate-organizations/> scroll to the Resources part of the page and click the "Add Event to WE Calendar" button. If you are not an AO, align with a supporting AO within your territory and ask to have it published there. Build camaraderie.
 - a. Publish this calendar URL in your local FB horsey groups: <https://usawe.org/events/>.