



EQN*2060 Equine Event Management I

Fall 2019

Section(s): C01

Department of Animal Biosciences

Credit Weight: 0.50

Version 1.00 - August 30, 2019

1 Course Details

1.1 Calendar Description

This course will introduce skills required to organize equine events, such as horse shows and clinics. Major topics include event planning, and managing event staff and volunteers.

Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of equine events either on or off campus.

Pre-Requisites: EQN*1010

Restrictions: EQN*1060 Registration in BBRM.EQM

1.2 Timetable

Lectures: 1 F 12:30-1:20pm; ANNU 102

Lab: 3 F 2:30-5:20pm; ANNU 102

Note that the last hour of lab time is dedicated to student group work for event planning.

1.3 Final Exam

There is no final exam in this course

2 Instructional Support

2.1 Instructional Support Team

Instructor: Katrina Merkies

Email: kmerkies@uoguelph.ca

Telephone: +1-519-824-4120 x54707
Office: ANNU 249
Office Hours: by chance or appointment

2.2 Teaching Assistants

Undergraduate Teaching Assistant: Natalie Joseph
Email: njosep03@uoguelph.ca
Office Hours: by appointment

3 Learning Resources

3.1 Recommended Resources

Recommended Texts (Textbook)

Equestrian Canada Rulebooks <https://www.equestrian.ca/programs-services/rules>
 FEI Rulebook <https://inside.fei.org/>
 Equestrian Canada Competition Organizers <https://www.equestrian.ca/programs-services/competition-organizers>

3.2 Additional Resources

Other Resources (Other)

All course material and grades available on Courselink. Binders of past events are available during lab time for students to consult.
 Information relevant to equine courses is available on the University of Guelph LibGuides http://guides.lib.uoguelph.ca/sb.php?subject_id=46243

4 Learning Outcomes

4.1 Course Learning Outcomes

By the end of this course, you should be able to:

1. develop a long-term and short-term plan for staging an equine event
2. administrate an equine event
3. know duties and responsibilities of event staff
4. appoint staff, delegate tasks
5. appoint, manage and oversee volunteers
6. develop a financial plan for a successful event
7. deal with organizational problems in a professional manner
8. be involved in decision-making at management level
9. identify health and safety risks to attending horse and human competitors

and public
10. be aware of environmental effects

5 Teaching and Learning Activities

5.1 Lecture

Fri, Sep 6, 12:30 PM - 1:20 AM

Topics: Introduction to course and assignments. Event review and sign-up.

Week 2

Topics: Radio advertising

Guest lecturer Kim Logue, radio show host of Hoofbeats on CFRU

Week 3

Topics: Training and managing volunteers.

Week 4

Topics: Hospitality, VIPs, ceremonies, entertainment

Week 5

Topics: Sponsorship – how to attract and promote event sponsors

Week 6

Topics: Programs and signage

Week 7

Topics: Emergency action plans and risk management

guest lecturer Christi Cooper, Agricultural & Veterinary Safety Officer UG

Week 8

Topics: Biosecurity

Week 9

Topics: Making contacts, networking, business etiquette

References: Students to create their own business card to bring to class

Guest lecturer Dr Owen Roberts, Director, Research Communications, University of Guelph

Week 10

Topics: Post-event evaluation

Week 11

Topics: Preparation for the Equine Industry Symposium

Week 12

Topics: Future planning - Equine Career Night, March 5, 2020

5.2 Lab

Fri, Sep 6, 2:30 PM - 5:20 PM

Topics: Organization and planning of an event – long term and short term planning Working with groups. Running effective meetings, chairing, preparing agendas, minutes.

Group Meetings for events – schedule chairs and secretaries for fall meetings. Develop a timeline of tasks to be done and resources needed to complete them.

Week 2

Topics: Volunteer opportunities.

Promotion and marketing of equine programs and events. Campus branding guidelines for ads/posters

Group Meetings for events and subcommittee reports

Guest lecturer Stephanie Craig, Communications Manager, OAC

Week 3

Topics: Public Relations – How to write a Press release, PSA

Group Meetings for events and subcommittee reports

References: Guest lecture Dr Lori Bona Hunt, Director, Integrated Communications, University of Guelph

Week 4

Topics: Production logistics – bookings, rentals and contracts

Group Meetings for events and subcommittee reports

Week 5

Topics: **Group Meetings for events and subcommittee reports**

Week 6

Topics: **Group Meetings for events and subcommittee reports**

Week 7

Topics: **Group meetings for events and subcommittee reports**

Week 8

Topics: **Group Meetings for events and subcommittee reports**

Week 9

Topics: AUPs. Animal Care online Short Course (mandatory)

Group Meetings for events and subcommittee reports

Week 10

Topics: Preparation for the Equine Industry Symposium

Group meetings for events and subcommittee reports

Week 11

Topics: Preparation for the Equine Industry Symposium

Week 12

Topics: Recap of EIS

subcommittee reports

6 Assessments

6.1 Marking Schemes & Distributions

Name	Scheme A (%)
Equine Industry Symposium	50
Animal Care Course	10
Volunteer Assignment	10
OAC on-campus experience	20
Reflective writing (EIS)	10
Total	100

6.2 Assessment Details

OAC on-campus experience (20%)

Learning Outcome: 1, 3, 8

On-Campus Experience:

High school students have an opportunity to visit the University of Guelph for a day of experiential learning. Sessions include hands-on workshops and tours led by faculty, staff and students. On-campus experiences can be tailored to create a reach ahead opportunity for your SHSM students. Some sessions can also serve as a certificate of participation towards their major. On-Campus Experiences are offered by request and upon availability of session facilitators. Get a sneak peak of some of our on-campus experiences here.

OAC has requested the inclusion of an equine on-campus experience. Using your creativity and the resources available on campus, develop a lesson plan for an on-campus experience. A selection of the top lesson plans may be offered to high school students next year.

You may work individually or in groups up to 4 students. See the sample lesson plan and template guide.

Assignments are due on **October 25 by 11:59pm** on Courselink.

Event planning (50%)

Learning Outcome: 1, 2, 3, 4, 5, 7, 8, 9, 10

Each student will sign up for a sub-committee to assist in organizing and staging an event. Some positions may require work to be done before the event, while others may require work to be done during or after the event.

Group sub-committees (**20%** [2%/week]): each week during lab you will meet with your sub-committee to discuss and plan details for the symposium. Agendas for each meeting need to be submitted to Courselink by **Wednesday** each week, and minutes from the meeting need to be submitted to Courselink by **Friday** each week (Weeks 1-10). At the beginning of each lab, a representative from the sub-committee will make a brief presentation to the class to report activities of the sub-committee. The chair, secretary and presenter for each meeting should be rotated through all the sub-committee members. All group members will receive the same mark on this.

Subcommittee productivity (**20%**): your contribution to the sub-committee will be graded individually by the instructor and the TA. Grades will be based on how well your tasks were completed, quality of work, timeliness, creativity, and professionalism.

Individual and group assessment (**10%**) – following the event, you will evaluate your own and your group members' performance using the rubric available on Courselink and the link to the PEAR assessment tool. Assessments must be completed by **November 29 by 11:59pm**.

Animal Care Course (10%)**Date:** Nov 1 (in class), ANNU102**Learning Outcome:** 2, 3, 8, 9

All students must complete the Animal Care Short course available online. Instructions will be given in class

Reflective writing - EIS (10%)**Learning Outcome:** 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

You have chosen this degree program because you are interested in horses and perhaps will make a career in the industry. As such, the EIS has a direct impact on you. In keeping with this year's theme of "Change", you will write a reflection after the symposium.

Write a one-page reflection on how the EIS impacted you. Was it what you thought it would be? Was there anything surprising? Could you have prepared yourself better? How did it impact you? What did you take away from it personally that will affect your participation in the industry? **Due November 22 by 11:59pm on Courselink.**

Volunteer Assignment (10%)**Learning Outcome:** 3, 5, 7

All students will complete 8 hours of volunteer service assisting at an equine event. Please see volunteer template and rubric on Courselink. All volunteer summaries are due **one week** after your volunteer event, or no later than December 9. Below are some possible events to volunteer at:

- Glanbrook Cadora, Silver championships western division, September 28. Ancaster Fairgrounds. <http://www.glanbrookcadora.ca/shows.html>
- PACE for the Donkeys, September 29
<http://paceforthedonkeys5k.sproutadanddesign.com/> Volunteer sign-up
<https://www.signupgenius.com/go/5080f49a5ab2fa7f58-20191>
- Bronte Creek Horse Trials, September 22
<https://www.brontecreekfarm.com/horse-trials>
- Equi-Cup Oktoberfest Jumper Show, October 5; Volker Schmidt course design clinic Oct 3-5; RCRA <http://foxrunhorseproducts.com/events/>
- Equimania! with Equine Guelph various dates <http://equimania.ca/>
- BBRM recruitment (OAC)

7 Course Statements

7.1 Grading Policies

The assignment of grades is based on the clearly defined standards published in the Undergraduate Calendar as follows (Undergraduate Grading Procedures):

- **80 - 100 (A) Excellent.** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
- **70 - 79 (B) Good.** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
- **60 - 69 (C) Acceptable.** An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
- **50 - 59 (D) Minimally Acceptable.** A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
- **0 - 49 (F) Fail.** An inadequate performance

Evaluation criteria used gives a measure quality of performance and not merely activity, including consideration of the student's ability to use correctly and effectively the language appropriate to the assignment. Assignments must be submitted electronically via Courselink unless otherwise noted. Due dates and times are explicitly stated in the assignment information. Assignments are graded by rubrics where noted, which are available on Courselink.

In this course, your instructor will be using Turnitin, integrated with the CourseLink Dropbox tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph. All submitted assignments will be included as source documents in the Turnitin.com reference database

solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site. A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.

All tests, assignments, reports, etc., will be returned to, or discussed with students, without undue delay and in any case before the last day of the examination period.

7.2 Missed Assessments & Classes

Alternate assessments will be offered only to students with documented medical, psychological, or compassionate reasons for missing a scheduled assessment [see Academic Consideration]. It is the student's responsibility to obtain notes/ learning materials from a missed class. Late assignments without the aforementioned documentation will be accepted with a penalty of 20% per day, up to a maximum of three days late. Assignments submitted later than 3 days will not be accepted and will result in a zero grade.

7.3 Group Work

Assignments are expected to be individual work unless otherwise noted, and are graded as such. However, this course contains a large proportion of group work. All group members will receive the same grade for group work assignments unless otherwise approved by the Instructor. Any problems associated with group work should be brought to the attention of the instructor as soon as possible.

7.4 Additional Course Information

This course requires a significant amount of time input outside of classroom hours. Lab time will be spent in planning, marketing, organizing and running equine events. Learning concepts will occur in practical application of learning objectives. Appropriate and professional attire is expected when attending equine events (eg. long pants, shirt with collar, boots must be worn when in the barns or arena areas). Polo shirts may be supplied for students to wear during events but must be returned.

8 University Statements

8.1 Email Communication

As per university regulations, all students are required to check their e-mail account regularly: e-mail is the official route of communication between the University and its students.

8.2 When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. The grounds for Academic Consideration are detailed in the Undergraduate and Graduate Calendars.

Undergraduate Calendar - Academic Consideration and Appeals

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Graduate Calendar - Grounds for Academic Consideration

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

Associate Diploma Calendar - Academic Consideration, Appeals and Petitions

<https://www.uoguelph.ca/registrar/calendars/diploma/current/index.shtml>

8.3 Drop Date

Students will have until the last day of classes to drop courses without academic penalty. The deadline to drop two-semester courses will be the last day of classes in the second semester. This applies to all students (undergraduate, graduate and diploma) except for Doctor of Veterinary Medicine and Associate Diploma in Veterinary Technology (conventional and alternative delivery) students. The regulations and procedures for course registration are available in their respective Academic Calendars.

Undergraduate Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Graduate Calendar - Registration Changes

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/genreg-reg-regchg.shtml>

Associate Diploma Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/diploma/current/c08/c08-drop.shtml>

8.4 Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

8.5 Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is

required; however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to book their exams at least 7 days in advance and not later than the 40th Class Day.

For Guelph students, information can be found on the SAS website
<https://www.uoguelph.ca/sas>

For Ridgetown students, information can be found on the Ridgetown SAS website
<https://www.ridgetownc.com/services/accessibilityservices.cfm>

8.6 Academic Integrity

The University of Guelph is committed to upholding the highest standards of academic integrity, and it is the responsibility of all members of the University community—faculty, staff, and students—to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff, and students have the responsibility of supporting an environment that encourages academic integrity. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

Undergraduate Calendar - Academic Misconduct
<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Graduate Calendar - Academic Misconduct
<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

8.7 Recording of Materials

Presentations that are made in relation to course work - including lectures - cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

8.8 Resources

The Academic Calendars are the source of information about the University of Guelph's procedures, policies, and regulations that apply to undergraduate, graduate, and diploma

programs.

Academic Calendars

<https://www.uoguelph.ca/academics/calendars>
