

We are delighted to announce a new series of marketing, PR, and social media courses tailored for our industry, delivered by renowned expert Rhea Freeman.

We start with a webinar on the top topic of: ***Changing Leads: How to market to younger riders when the UK's U16 social media ban comes into effect on 14th July 2026.***

After the summer break, we return with six more highly practical sessions designed to elevate your brand's presence, master your public relations, and navigate modern industry expectations. Here is the schedule:

Date	Title	Detail
14/07/2026	Session 1 – Changing Leads: How to market to younger riders when the UK's U16 social media ban comes into effect	The Hot Topic Kick-Off: Learn the essential steps to take now to prevent losing this audience, regardless of changing social media rules. What's covered: * What the proposed rules restrict. * Alternative marketing channels to safeguard your future. * Creative ideas and adjusting your target audience strategies.
Break	Summer Recess	<i>The series takes a brief summer break and reconvenes in September.</i>
09/09/2026	Session 2 – The 'Earned Media' Blueprint: How equestrian brands can still make huge gains through PR	Demystify the process of getting into major titles without a massive agency budget. Learn how to turn product launches into stories editors want to print. What's covered: * Crafting the perfect pitch and understanding lead times. * Building relationships with editors and journalists.

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		* Maximizing free opportunities and paid ad impact.
23/09/2026	Session 3 – Micro-Influencers, Sponsored Riders & Brand Ambassadors: How to maximize the opportunity	Figure out if you need an influencer, ambassador, or sponsored rider—and if it's worth it for your business. What's covered: * Defining objectives, researching, and vetting partners. * Measuring true ROI and navigating different ways to work. * Legal rules around declarations for free/paid content. * Setting reasonable expectations.
07/10/2026	Session 4 – Short-Form Video: Reels & TikTok for the time poor	A practical session on creating high-impact video content without spending five hours editing. What's covered: * Content ideas (and using AI to generate them). * Utilizing customers, ambassadors, and influencers. * Leveraging video to develop personal and business brand personality. * Kit, trends, trending audio, captions, and calls to action.

Date	Title	Detail
21/10/2026	Session 5 – Mastering the 'Equestrian Calendar' in Marketing: Why events and seasons form your content backbone	Focus on the seasonal peaks of the UK trade to build assets and plan a year, quarter, month, or week of content with ease. What's covered: * Integrating calendars with mailing lists and off-social communication. * Navigating the power (and pitfalls) of awareness days. * Aligning content schedules with key equestrian and brand events.
04/11/2026	Session 6 – Email Marketing: Building an asset you actually own	Reinforce the power of the mailing list for B2C and B2B relationships in an era of unpredictable social algorithms. What's covered: * How to start, develop, and segment your list. * Creating lead magnets, freebies, and exclusive content. * Why nurture sequences work and using AI to streamline the process.
18/11/2026	Session 7 – Marketing and social media through the Lens of Social Licence	FREE FOR BETA MEMBERS. Ensure your brand is protecting industry integrity by sharing the very best of the equestrian world. What's covered:

Date	Title	Detail
		* Why social licence matters to every brand. * Evaluating imagery, video, and language choices. * Guardrails for AI-generated visual content and user-generated content.

 **Book Your Place Now:** <https://forms.gle/fZDsWvjeQ5j4kuvh6>