

EQN*2080 Equine Event Management Fall 2025

General Information

Course Code: EQN*2080

Course Title: Equine Event Management

Course Description:

This course will introduce skills required to organize equine events, such as horse shows, clinics and conferences. Major topics include event planning, budgeting, promotions, sponsorship, managing event staff and volunteers, legacies and environmental impacts of events. 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.

Credit Weight: 1.00

Prerequisite: EQN*1010

Academic Department (or campus): Animal Biosciences

Campus: Guelph

Semester Offering: F2025

Class Schedule and Location:

Lectures: W,F 2:30–3:50 pm MCKN309

Lab: T 2:30-4:20pm ANNU306

Instructor Information

Instructor Name: Katrina Merkies

Instructor Email: kmerkies@uoguelph.ca

Office location and office hours: by chance or appointment.

GTA Information

GTA Name: Aveil Oberhammer

GTA Email: aoberham@uoguelph.ca

Available by email or appointment

Course Content

Specific Learning Outcomes:

1. Develop a long-term and short-term plan for staging small to large-scale equestrian events
2. Know duties and responsibilities of event staff including officials and volunteers
3. Develop a financial plan for a successful event
4. Be involved in decision-making at management level and deal with organizational problems in a professional manner
5. Identify legal, health and safety risks to attending horse and human competitors and public
6. Be aware of and minimize environmental effects of events
7. Develop a marketing plan and coordinate media relations for an equestrian event
8. Communicate with sponsors, competitors, judges, press and public

Week		Activities
0 Sep 5	LEC	Landsmót. Introduction to course and assignments.
1 Sep 10-12	LAB	Event review and assigning of Event Sub-committees. Running effective meetings, chairing, preparing agendas, minutes.
	LEC	Event and equestrian communities.
	LEC	The Icelandic horse (Chp 3)
2 Sep 17-19	LAB	Sub-committee oral reports. Meetings and event planning
	LEC	Strategic management framework for event studies (Chp 4). Long and short term planning
	LEC	Making the event – target audience, competition (Chp 5,6)
3 Sep 24-26	LAB	Sub-committee oral reports. Meetings and event planning
	LEC	Making the event – promotion, marketing, sponsorship
	LEC	Niche events. Identity, symbols, rituals, social media, destination branding (Chp 10)
4 Oct 1-3	LAB	Sub-committee oral reports. Meetings and event planning
	LEC	Experiencing the event – visitor experience, community impact (Chp 5,6,7,13)
	LEC	Managing the event – venue, facilities (Chp 5,6)
5 Oct 8-10	LAB	Sub-committee oral reports. Meetings and event planning
	LEC	Experiencing the event – staffing, volunteers (Chp 8)
	LEC	MIDTERM EXAM
6 Oct 15-17	LAB	Sub-committee oral reports. Meetings and event planning
	LEC	Managing the event – program, prize lists
	LEC	Managing the event – risk assessment
7 Oct 22-24	LAB	Sub-committee oral reports. Meetings and event planning
	LEC	Meaning of the event – multispecies encounters (Chp 11)
	LEC	Social license to operate. Federation statements (Chp 9a)
8 Oct 29-31	LAB	Sub-committee oral reports. Meetings and event planning
	LEC	Meaning of the event – Horse welfare (Chp 9b)
	LEC	Meaning of the event – Horse welfare (Chp 9)

9 Nov 5-7	LAB	Sub-committee oral reports. Meetings and event planning
	LEC	Economic impact analysis (Chp 12)
	LEC	Environmental impact, greening events.
10 Nov 12-14	LAB	Sub-committee oral reports. Meetings and event planning
	LEC	Bids. Landsmót compared to WEG (Chp 15)
	LEC	Post event reports
11 Nov 19-21		No lecture or lab this week EIS November 18 and 19, 6-7:30pm. All students expected to attend
12 Nov 26-28	LAB	Sub-committee oral reports. Recap and debrief of EIS
	LEC	Legacies (Chp 14)
	LEC	Nov 28 – Monday schedule No lecture

Course Assignments and Tests:

Assignment or Test	Due Date	Contribution to Final Mark (%)	Learning Outcomes Assessed
Event hosting (group mark)		32%	1-8
Team oral updates	Tuesdays	20%	
Team meeting agendas	Mondays	4%	
Team meeting minutes	Tuesdays	8%	
Press release	Oct 12 or Nov. 23	10%	1-8
EIS self-reflection	Nov. 24	10%	1-8
Midterm exam	Oct. 10	20%	1-8
Final exam	Dec 10	28%	1-8

See the individual documents for details on each assignment. A great deal of time in this course will be spent planning your event. Lab time is dedicated to group work for planning for your event. Learning concepts will occur in practical application of learning objectives. You have all attended numerous events in your life already and have some ideas about what makes a good or bad event. Your experiences are useful in this context and your contributions to class discussions during lecture and to team planning during labs will not only add to the knowledge but make the learning more meaningful.

Additional Notes: Note that this is a 1.0 credit course, which means that it counts for double on your transcript. You are expected to put in a minimum of 10-15 hours/week effort outside of class time. This course requires a significant amount of time input outside of classroom hours. Appropriate and professional attire is expected when attending equine events (e.g. long pants, neat business casual clothes, steel-toed footwear 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.

Final examination date and time: Wednesday December 10, 2025, 7-9pm

Final exam weighting: 28%

Course Resources

Required Texts:

Dashper K, Helgadóttir G, Sigurðardóttir I (Eds). 2021. Humans, horses and events management. CABI, Oxfordshire, UK. Available online through the library

Recommended Resources:

[Sport | FEIF](#)

[FEI Rulebook](#)

[Equestrian Canada Rulebooks](#)

[Ontario Equestrian Competition Organizers](#)

[Equestrian Canada Competition Organizers Applications and Resources](#)

Other Resources:

All course material and grades available on Courselink. Information from past events are available for students to consult.

Information relevant to equine courses is available on the [University of Guelph LibGuides](#)

Additional Costs: none

Course Technology and Technical Support

Technical Skills

As part of your learning experience, you are expected to use a variety of technologies for assignments, lectures, teamwork, and meetings. To be successful in this course you will need to have the following technical skills:

- Manage files and folders on your computer (e.g., save, name, copy, backup, rename, delete, and check properties);
- Install software, security and virus protection;
- Use office applications (e.g., Word, PowerPoint, Excel or similar) to create documents;
- Be comfortable uploading and downloading saved files;
- Communicate using email (e.g., create, receive, reply, print, send, download and open attachments);
- Navigate the CourseLink learning environment and use the essential tools such as Dropbox and Grades;
- Navigate the Microsoft Teams learning environment and use the essential tools such as channels, posts, files, and Microsoft Planner
- Access, navigate and search the Internet using a web browser (e.g., Firefox, Internet Explorer);
- Perform online research using various search engines (e.g., Google) and library databases.

Course Technologies

This course will use a variety of technologies including but not limited to:

- CourseLink
- Microsoft Teams (for Event Planning Teams)

CourseLink System Requirements

This course is being offered using CourseLink (powered by D2L's Brightspace), the University of Guelph's online learning management system (LMS). By using this service, you agree to comply with the University of Guelph's Access and Privacy Guidelines. Please visit the D2L website to review the Brightspace privacy statement and Brightspace Learning Environment web accessibility standards.

<http://www.uoguelph.ca/web/privacy/>

<https://www.d2l.com/legal/privacy/>

<https://www.d2l.com/accessibility/standards/>

You are responsible for ensuring that your computer system meets the necessary system requirements. Use the browser check tool to ensure your browser settings are compatible and up to date.

<http://spaces.uoguelph.ca/ed/system-requirements/>

<https://courselink.uoguelph.ca/d2l/systemCheck>

You should also check your internet speed. The recommended minimum speed for effective video-based learning and activities is 50 Mbps download and 10 Mbps upload (Mbps = megabits per second). Go to <https://www.speedtest.net/> to test your connection speed.

Teams (via Office 365)

Office 365 Teams is a collaboration service that provides shared conversation spaces to help teams coordinate and communicate information. This course will use Teams for managing information related to your event sub-committees. It is recommended that you use the desktop version of Teams. As a student you are responsible for learning how to use Teams and its features.

For Teams Support visit the CCS website for more information.

<https://www.uoguelph.ca/ccs/services/office365/teams>

Technical Support

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support.

Email: courselink@uoguelph.ca

Tel: 519-824-4120 ext. 56939 Toll-Free (CAN/USA): 1-866-275-1478

Support Hours (Eastern Time):

Monday thru Friday: 8:30 am–8:30 pm

Saturday: 10:00 am–4:00 pm

Sunday: 12:00 pm–6:00 pm

Course policy on Generative AI

The use of Generative AI can enrich and enhance your thinking, communication and learning, but it should never replace or subvert it. In this course, GenAI may be used for brainstorming, creating structures and idea generation for improving work. Final submissions must be your own content. GenAI may further be used for grammatical editing of written work to improve clarity and quality of a final submission, but not for the creation of new content. Any GenAI use must be cited. The use of GenAI outside of these contexts constitutes academic misconduct. It is the student's responsibility to be clear on the limitations for use and to be clear on the expectations for citation and reference and to do so appropriately (see [APA - How Do I Cite Generative AI? - McMaster LibGuides at McMaster University](#) or

[How to cite ChatGPT \(apa.org\)](#)). For ideas on various GenAI resources out there, see theresanaiforthat.com (TAAFT).

Courselink Dropbox Submissions

Assignments should be submitted electronically via the online Dropbox tool on **Courselink** or in your **Microsoft Teams** channel. Please be aware of which location an assignment should be submitted. In general, assignments regarding your event hosting should be submitted on Teams. When submitting your assignments using the Dropbox tool, do not leave the page until your assignment has successfully uploaded. To verify that your submission was complete, you can view the submission history immediately after the upload to see which files uploaded successfully. The system will also email you a receipt. Save this email receipt as proof of submission.

Be sure to keep a back-up copy of all your assignments in the event that they are lost in transition. To avoid any last-minute computer problems, your instructor strongly recommends you save your assignments to a cloud-based file storage (e.g., OneDrive), or send to your email account, so that should something happen to your computer, the assignment could still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified on the Schedule. Be sure to check the technical requirements and make sure you have the proper computer, that you have a supported browser, and that you have reliable Internet access. Remember that technical difficulty is not an excuse not to turn in your assignment on time. Don't wait until the last minute as you may get behind in your work.

If, for some reason, you have a technical difficulty when submitting your assignment electronically, please contact your instructor or CourseLink Support.

<http://spaces.uoguelph.ca/ed/contact-us/>

Course Policies

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 or Teams 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 may use 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.

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.

Course Policy on 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.

University Policies

Academic Consideration:

The University of Guelph is committed to supporting students in their learning experiences and responding to their individual needs and is aware that a variety of situations or events beyond the student's control may affect academic performance. Support is provided to accommodate academic needs in the face of personal difficulties or unforeseen events in the form of Academic Consideration.

Information on regulations and procedures for Academic Consideration, Appeals and Petitions, including categories, grounds, timelines and appeals can be found in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Academic Misconduct:

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 discourages misconduct. 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.

Detailed information regarding the Academic Misconduct policy is available in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

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 make a booking at least 10 days in advance, and no later than the first business day in November, March or July as appropriate for the semester. Similarly, new or changed accommodations for online quizzes, tests and exams must be

approved at least a week ahead of time. For students at the Guelph campus, information can be found on the [SAS website](#).

Health and Wellbeing:

The University of Guelph provides a wide range of health and wellbeing services at the [Vaccarino Centre for Student Wellness](#). If you are concerned about your mental health and not sure where to start, connect with a [Student Wellness Navigator](#) who can help develop a plan to manage and support your mental health or check out our [mental wellbeing resources](#). The Student Wellness team are here to help and welcome the opportunity to connect with you.

Course Evaluation Information:

End of semester course and instructor evaluations provide students the opportunity to have their comments and opinions used as an important component in the Faculty Tenure and Promotion process, and as valuable feedback to help instructors enhance the quality of their teaching effectiveness and course delivery.

Course evaluations are generally conducted online in the last two weeks of the semester. You will receive an email regarding how to access course evaluations.

Drop period:

The drop period for single semester courses starts at the beginning of the add period and extends to the last class day of the current semester (the last date to drop a single semester courses without academic penalty) which is listed in [Section III \(Schedule of Dates\) of the Undergraduate Calendar](#).

Information about Dropping Courses can be found in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).