



## 2022 AHP Equine Media Conference Schedule of Events

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### THURSDAY, MAY 12, 2022

#### 7:00 a.m. to 4:00 p.m. (Check in 6:30 a.m.) Bluegrass State of Mind Tour of Lexington

- Keeneland Race Course
- Kentucky Equine Sports Medicine and Rehabilitation Center (KESMARC)
- Coolmore America's Ashford Stud
- Hallway Feeds
- Rood & Riddle Equine Hospital

#### 2:00 p.m. to 5:00 p.m.

##### Student Awards Finalists Interviews

#### 4:00 p.m. to 6:15 p.m.

##### Early Registration

#### 5:00 p.m. to 6:15 p.m.

##### Welcome Reception sponsored by Boehringer Ingelheim

#### 6:30 p.m. to 7:00 p.m.

##### Keynote Address

Guest Speaker: [DONNA BARTON BROTHERS](#)  
Award Winning Sports Analyst and Commentator, Author,  
and Former Top Jockey

### FRIDAY, MAY 13, 2022

#### 7:30 a.m. to 9:30 a.m.

##### Registration

#### 8:00 a.m. to 9:30 a.m. Equine Industry Vision Award Breakfast sponsored by Zoetis

Announcement of 2022 Equine Industry Vision Award

#### 8:00 a.m. to 4:00 p.m.

##### AHP Pop-Up Exhibitor Sponsor Aisle

BUCKEYE Nutrition  
EQUUS Television Network  
Lane Press  
SmartPak Equine  
The Foundation for the Horse

#### 9:30 a.m. to 4:00 p.m.

##### AHP Equine Media Center

AHP Equine Media Center is a media resource for attendees where members distribute material about their business and sample publications. Headquarters for Horse Radio Network and EQUUS Television Network.

#### 9:30 a.m. to 10:30 a.m.

##### Emerging Technologies in Storytelling

Guest Speaker: [DAVID STEPHENSON](#)  
Assistant Professor in the UK School of Journalism & Media

This session starts with drones and then goes into VR and AR and ends with NFTs. Learn about experimenting with new tech and exploring new ways to use tech for reporting and publishing.

#### 9:30 a.m. to 10:30 a.m.

##### Influence Marketing

Guest Speaker: [JASON FALLS](#)  
Podcaster and Digital Marketing Specialist

In 2017, social influencers convinced thousands of young people to fly to the Bahamas for a music festival that turned out to be a fraud. But that was one very visible hiccup in a world of opportunity for brands and publications. Influencers and influence marketing are here to stay. Presenter Jason Falls will discuss how brands can harness the power of social marketing for good and avoid the possible pitfalls of that strategy.

### 9:30 a.m. to 10:30 a.m.

#### **What Does It Take to Develop and Host an Event?**

Moderated by WHITNEY ALLEN, Managing Director of Advertising & Sponsorship, USHJA

Panelists:

- LEE CARTER, Executive Director of the Kentucky Horse Park
- ROMESH SINCLAIR, former event planner of LA National Horse Show
- ERIN HILTON, Marketing Project Manager, Visit Lex

Behind every successful horse event is an organizational challenge. Learn how to create and plan major horse events with these top planners.

### 10:00 a.m. to 12:00 p.m.

#### **HRN's Horses in the Morning Live Recording**

*AHP Equine Media Center*

### 10:30 a.m. to 11:00 a.m.

#### **Mid-Morning Coffee Break sponsored by Platinum Performance**

*AHP Equine Media Center*

### 11:00 a.m. to 12:00 p.m.

#### **Reporting on the Go**

Guest Speaker: [DAVID STEPHENSON](#)

Assistant Professor in the UK School of Journalism & Media

Readers' demand for visual content is insatiable and reporters are being asked to shoot their own photos and videos as part of their storytelling techniques. Pick up tips and tricks to put in your mobile reporting toolbox to improve the visual content you're expected to create on the go to enhance the impact of your stories.

### 11:00 a.m. to 12:00 p.m.

#### **Make or Break: How to Pick the Right Guests for Your Podcast**

Guest Speaker: [JASON FALLS](#)

Podcaster and Digital Marketing Specialist

When your podcast guest is entertaining, listeners share the link. When your podcast guest is a snoozer, listeners turn it off. If you have guests on your podcast, they need to be great guests. Podcaster and digital marketing specialist Jason Falls will key in on the factors that will help you pick great guests and prepare them for success every time. Falls is the executive producer of the [Marketing Podcast Network](#) and hosts two podcasts of his own.

### 11:00 a.m. to 12:00 p.m.

#### **More Than Just a Name on the Banner**

Moderated by WHITNEY ALLEN, Managing Director of Advertising & Sponsorship, USHJA

Panelists:

- JILL INSKO, Sponsor Fulfillment and Relationship Manager, USHJA
- KARLA DINARDO, Senior Director of Sponsorship and Development, Equestrian Events, Inc.

A guide to giving and getting brand and marketing value through sponsorships.

### 12:00 p.m. to 1:30 p.m.

#### **AHP Networking Luncheon**

### 1:30 p.m. to 2:30 p.m.

#### **Panning for Gold in Your Audience**

Guest Speaker: [DR. JILL STOWE](#)

Professor @University of Kentucky, College of Agriculture, Food and Environment

When organizations are in their offices, trying to figure out what their audiences want, they often say to themselves, "Hey, let's just ask." They create an audience survey, ship it out and then are puzzled when they don't find any usable answers. Dr. Jill Stowe is a professor at the University of Kentucky and an equine industry economist who will discuss how to ask the right questions in the right way to get the answers your organization needs.

### 1:30 p.m. to 2:30 p.m.

#### **Wrangle Your Media**

Presenter: [SHELLEY PAULSON](#)

Award-winning equestrian photographer

By the time you fill up a single camera card and download it – you already have a problem. How do you organize, keyword and back up your photo and video files so your hard drive doesn't become an unsearchable mess? Award-winning equine commercial and editorial photographer Shelley Paulson will teach you her time-tested techniques and efficient workflow for managing your digital media.

### 1:30 p.m. to 2:30 p.m.

#### **Speed Networking One-on-One**

A fast-paced session for content providers and content buyers. Content providers may sign up on Friday morning at the conference. Just remember, you will have only 4 minutes. Make it work!!

### 2:30 p.m. to 3:00 p.m.

#### **Mid-Afternoon Coffee Break sponsored by Platinum Performance**

*AHP Equine Media Center*

**3:00 p.m. to 4:00 p.m.**

**Improv to Improve Your Interviewing Skills**

Presenter: [GLENN HEBERT](#), Horse Radio Network

Want to improve your interviewing skills, whether as a podcast host or as a journalist? Then join in on this fun, funny hands-on session where you will learn the Improv comedy skills that will help you to become a better interviewer. Acting experience not required, a sense of humor is.

**3:00 p.m. to 4:00 p.m.**

**The Grammar Game Show**

Host: [LARRI JO STARKEY](#)

Freelance editor, photographer, and writer

Larri Jo will host this interactive session on modern grammar and usage. Come join the Chestnut or Bay team and compete for points and glory. There might even be some prizes.

**4:00 p.m. to 5:00 p.m.**

**AHP Photographer's Meetup**

Host: Shelley Paulson

**5:30 p.m. to 6:30 p.m.**

**Special Awards Reception**

Honoring the 2022 AHP Student Award Finalists and Winner and the 2022 AHP NextGen Award Winners

**Student Travel Awards presented by AHP Student Fund.**

**Student Award cash awards presented by Equine Network LLC.**

**6:30 p.m. to 8:00 p.m.**

**Bluegrass Party sponsored by Via Nova Training**

**8:00 p.m. to 9:00 p.m.**

**Meet Nigel Fennell**

Farrier, clinician, and equine sculptor

Unveiling of Nigel's latest sculpture, Secretariat.

**SATURDAY, MAY 14, 2022**

**7:30 a.m. to 9:30 a.m.**

**Registration**

**8:00 a.m. to 9:30 a.m.**

**Breakfast co-sponsored by Brooke USA Foundation and SmartPak Equine**

**8:00 a.m. to 3:00 p.m.**

**AHP Pop-Up Exhibitors Aisle**

**9:30 a.m. to 4:30 p.m.**

**AHP Equine Media Center**

Headquarters for Horse Radio Network and EQUUS Television Network.

**9:30 a.m. to 10:30 a.m.**

**Wise Guys**

Guest Speaker: [JORDAN JOHNSON](#)

Marketing Coordinator and Google Expert at Sebo Marketing

It's not quite the mob – but if you don't pay for internet search results, you won't get results. Web strategist Jordan Johnson of [Sebo Marketing](#) has audited the AHP website and will use it as an example of how paid search marketing can put your brand in front of target customers and increase quality leads from your website. Learn how to choose keywords, when and how to spend money and how to adapt quickly.

**9:30 a.m. to 10:30 a.m.**

**Plotting Pages**

Presenter: [LISA WYSOCKY](#)

Multi-award-winning Author, Editor, Ghostwriter and Podcaster

The business of books is more competitive than ever before, and finding readers is increasingly difficult. Attendees at this session will learn the important differences in writing fiction and non-fiction, including the basics of writing a winning book proposal.

**9:30 a.m. to 10:30 a.m.**

**45 Ideas: Gadgets, Gizmos and Apps Streamlining or Changing Your Workflow**

Moderator: PAT TROWBRIDGE, English Group Publisher, Equine Network, LLC

Panelists:

- ABIGAIL BOATWRIGHT, Freelance Writer and Photographer
- KATIE CLINEBELL, Tier Program Manager and Podcast Host, Equine Network LLC
- KRISTEN JANICKI, Associate Digital Brand Manager, BUCKEYE Nutrition
- JEREMY MCGOVERN, Executive Editor/Publisher, American Farriers Journal
- ALLISON ARMSTRONG REHNBORG, Freelance Writer and Photographer

One of the most popular sessions that AHP offers during its annual Equine Media Conference is the 45 Ideas in 45 Minutes. This session demonstrates the collaboration among members to share their knowledge and expertise with their peers. It's always a lot of fun and provides great feedback on a variety of topics.

**10:30 a.m. to 11:00 a.m.**

**Mid-Morning Coffee Break sponsored by Humane Society of the United States**

*AHP Equine Media Center*

**11:00 a.m. to 12:00 p.m.**

**Those Dreadful Letters: SEO**

Guest Speaker: [JORDAN JOHNSON](#)

Marketing Coordinator and Google Expert at Sebo Marketing

Dive into the mechanics of creating a website that will help customers find you with Jordan Johnson of Sebo Marketing. You think you know the right keywords, but as the algorithms change, do you know the current trends? Learn how to pick the right keywords, build links to your site and make small changes for a big difference.

**11:00 a.m. to 12:00 p.m.**

**Selling Forward**

Guest Speaker: [RYAN DOHRN](#)

Owner of the Niche Media Conference and Founder of Media Sales Training Firm Brain Swell Media

Pandemic tested media sales strategies to sell more to inbox dazed, digitally confused, pandemic fatigued companies with veteran media sales coach, Ryan Dohrn. Come prepared to learn 10 new ways to re-engage and sell more to your clients from an equine publishing pro.

**11:00 a.m. to 12:00 p.m.**

**Basic Video Storytelling**

Guest Speaker: [SCOTT MOORE](#)

Visual storyteller, Scott Moore covers putting a story together with video in this session for journalists with beginner to intermediate knowledge of videography.

**12:00 p.m. to 1:30 p.m.**

**Luncheon sponsored by Straight Arrow Products (Mane n' Tail, Cowboy Magic, Exhibitor's)**

**1:30 p.m. to 2:00 p.m.**

**General Membership Meeting**

Bylaws Revision Vote to Approve  
Election of Board of Directors

**2:00 p.m. to 3:00 p.m.**

**Federal Legislation Update: Freelancers Under Fire**

Presenter: [MILT TOBY](#)

Author and Legal Consultant

The Protecting the Right to Organize Act (or PRO Act) is likely to make it more difficult to work as an independent contractor if approved by Congress. It includes a very difficult test for writers, photographers, illustrators, and other workers to qualify as independent contractors and there are major red flags for freelancers and those who hire freelancers. Also, Congress finally passed the CASE Act creating a small-claims tribunal inside the Copyright Office that is supposed to make it easier to file infringement claims. The tribunal is not up and running yet, but it is going to happen. This session will have updates by legal

consultant Milt Toby on both the CASE Act and the PRO Act and what they mean for freelancers and publications.

**2:00 p.m. to 3:00 p.m.**

**Overcoming the 10 Most Common Media Sales Objections**

Guest Speaker: [RYAN DOHRN](#)

Owner of the Niche Media Conference and Founder of Media Sales Training Firm Brain Swell Media

From I have no budget, to Facebook works for me, to my budget is all spent for the year, veteran equine media sales coach Ryan Dohrn will share his tested ways to handle nearly every advertiser objection in the book.

**3:00 p.m. to 4:00 p.m.**

**Board of Directors Meeting – closed session**

**3:00 p.m. to 4:00 p.m.**

**Mid-Afternoon Coffee Break sponsored by Humane Society of the United States**

*AHP Equine Media Center*

Grab coffee and mingle with members before you say farewell. Last chance networking and an opportunity to collect material from the media center.

**5:30 p.m. to 6:30 p.m.**

**AHP Equine Media Award Reception sponsored by SUCCEED and Trafalgar Square Books**

**6:30 p.m. to 9:30 p.m.**

**AHP Equine Media Awards Dinner and Presentations hosted by American Horse Publications**

Announcement of the AHP Equine Media Award Winners  
Centerpieces provided by Breyer® Horses



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