

AHP eGathering hosted by Chris Brune & Judy Lincoln

HOW TO GET THE MOST

FOR YOUR



AT THE  
2021 AHP Equine Media Conference



AMERICAN HORSE  
PUBLICATIONS

PROMOTING EXCELLENCE IN EQUINE MEDIA

# How to Get the Most Bang for Your Buck

## AT THE 2021 AHP EQUINE MEDIA CONFERENCE

**Hosts: Chris Brune and Judy Lincoln**

Preparing a strategy for making the most of your time and investment at the AHP conference is essential. In the first part of this session, we will pass along some tips that we have learned, and attendees have shared about having a successful experience.

In the second part, we will hold a Q&A to address any of the following:

- Member login assistance
- Conference registration and bringing guests
- Making hotel reservations
- Educational sessions
- Conference meals and hotel dining options
- Optional tours on Thursday and Sunday
- Student online auction
- Awards dinner and presentations
- What to expect as a first-time attendee
- Anything we missed






# Be Prepared Before You Go


The quickest way to throw away hundreds of dollars is to go to a conference without sitting down and formulating a plan first. There will be no time to stop and pause once you arrive at the event, so take time to complete the following items before you board that plane or pack the car.

**Set a goal for what you want to learn or accomplish at the conference.** Review and print the [schedule of events online](#). Highlight your favorites. A handout of the event schedule will be available at the registration desk on Thursday.



**BIG BANG TIP!** Sign up for one of the two tours on Thursday to spend the day connecting with old and new friends.

**Plan to attend the welcome reception and keynote address on Thursday night.**




**BIG BANG TIP!** Get a jump on networking during the Welcome Reception, plus get motivated for the next two days.

**Find out who's attending and reach out to them.** There's no better time to network with your peers, connect with new prospects, or touch base with clients than at a conference.



# Be Prepared Before You Go

**Let your social audiences know you are attending the AHP conference** by tweeting and posting your experiences and images. Use the AHP hashtag: #ahpbackinthesaddle2021 or @ahpequinemedia.



**BIG BANG TIP!** Don't forget to mention you are attending the conference on the **AHP Members Only Facebook group page**. Post to find a member to share a ride from Love Field Dallas Airport or share a hotel room. If you are not already signed up for the Members Only Group page on Facebook, [click here to JOIN](#).

**Set an out-of-office reply.** Let clients and prospects know that you are at the AHP Equine Media Conference.

**Plan ahead to ship copies of your publication and promotional literature** for distribution in the Horse Center (media room). Attendees are asked to send or bring only one promotional item. Shipping address will be provided at the end.

**Review what to expect at the Westin DFW Airport Hotel on their health and safety policies.**

<https://whattoexpect.marriott.com/dfwwa>



# Be Prepared Before You Go

**Bring the right gear.** The AHP conference is a busy three-day event filled with activities from morning to night. To remove as much stress as possible from your experience, make sure you've taken care of these things before you leave:

- Keep your phone and laptop chargers with you. Don't get caught with dead batteries.
- Digital devices: camera, tablet, laptop, smartphone, and a power strip if needed to make up for not enough sockets in your room.
- Sunscreen, sunglasses, and hats...and comfortable shoes if you're taking a tour.

- Conference attire: business casual during the day, your favorite western outfit or shirt on Friday night, dress-up for Saturday's awards dinner (not formal), and dress comfortably if you are going on the tours since it could be warm. (80s-90s)
- Pack an extra bag for "sponsor swag" and literature in the HorseCenter media room.
- Pack enough business cards. You never know how many people you're going to meet.



**BIG BANG TIP!** Make notes on the back of the business cards you collect to remind you of your conversations a day or a week after the fact.



# Be Prepared Before You Go

**Know how you will get from the airport to the hotel.** The Westin DFW Airport Hotel (DFW) offers its guests an airport shuttle service from and to the DFW airport by reservation only. Up to six individual travelers are allowed at a time.

If you are flying into Dallas Love Field (DAL), you will need to make your own arrangements for transportation via rideshare companies like Uber and Lyft. The trip is about 14.6 miles, 24 minutes to the hotel. Be sure you know the Westin Dallas/Fort Worth Airport Hotel address when calculating fares. 4545 W. John Carpenter Fwy., Irving, Texas 75063. Uber Farefinder estimated one-way rates as: Uber XL at \$34.27; Uber X at \$24.04; Uber Black at \$67.88. (Rates subject to change.)

**Hotel offers complimentary parking.**

**Any questions on what to do before you go?**



# What to Do While You're There

You've arrived in Texas. Now what? Stay calm. You're armed with a goal and a plan. Whether you are a frequent attendee or a first-time attendee, here are a few additional tips to help you make the most of your time.

## **Orient yourself with the hotel layout.**

Familiarize yourself with the conference meeting space located on the lobby floor in one area at the back. The names of the session rooms will be listed in the schedule. The restaurant, lounge, and gift shop are located off the lobby.

**Divide and conquer.** The AHP conference is an unparalleled opportunity to pick the brains of people who share the same world that you do. Don't waste it.

**Connect with your clients.** Nothing beats face-to-face interaction. And this is your first opportunity since 2019.

**Follow up with prospects.** Use meetups to schedule future conversations and let them know you'll be following up soon.

**Stay organized.** Conferences are information avalanches. Many speakers will share their presentations with AHP after the event, so you don't have to take notes.



# What to Do Once You're Back Home

Take time to decompress after you arrive home. But don't let too much time pass. After a conference, you can put everything you've learned to use and turn your meet-and-greets into fruitful business partnerships and fresh ideas into development.

**Do some housekeeping.** Transfer information gathered from speakers and contacts. Jot down notes on your conversations so that when you follow up, you're able to view new insights in the context of the more beneficial relationship.

**Follow up.** Connecting with people you met during the conference is best done in the days immediately following your return. Send follow-up notes and LinkedIn requests while the conversations are still fresh in everyone's minds.

**Make time to share your new knowledge with your staff or team.** Holding a Zoom meeting, emailing a report, or sharing handouts or documentation will help your colleagues perform better while establishing you as a leader.

**Mark your calendar.** 2022 AHP Equine Media Conference, Lexington, Kentucky, May 12-14.

**Keep in touch.** You've made new friends and reconnected with some of your best friends.



# It's going to be great to be back in the saddle again!

There's no better place than the AHP Equine Media Conference to take stock of the state of your industry and your profession. Make the most of your time in Texas and have fun!

## Time for Questions

- Member login assistance
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- Anything we missed

## Shipping Address to Hotel

Shipments should arrive no earlier than Friday, September 10, and be received no later than Tuesday, September 14.

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# Conference Information



## AHP CONTACTS

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## CONFERENCE ONLINE

<https://www.americanhorsepubs.org/2021-ahp-back-in-the-saddle-conference/>