



**Date** 10 January 2018 by conference call

**Present:** Mike Adams (MA), Kirsty Carson (KC), Andrew Nickalls (AN) Anne Savage (AS), Gundula Sharman (GS) Lu Crawford (LC)

**Agenda**

1. Actions from last meeting.
2. Sport Squad inc KS/JA ideas for promotion
3. Töltonline
4. BC 2018
5. AOB

<p><b>1 Minutes</b> – Actions from previous meeting</p> <p><b>Virtual Coaching:</b> MA has spoken to Magnus for advice on F1 Pace in large indoor school. F1 in 60 metre school is ok if PACE is shown – clear transition from canter is essential, even if the pace is shown only over short distance.</p> <p><b>AN video hosting</b> – youtube, or private? Suggestion to have a private youtube channel, password protected, and only accessible to paid up members.</p> <p>Cost: Mike consulted with some judges about a reasonable judging fee. Current conclusion €8-10, but MA will ask some more judges at FEIF conference in Stockholm – open action.</p>	<p>√</p> <p>AN</p> <p>MA</p>
<p><b>2 Sport Squad inc KS/NA ideas for promotion</b> – paper completed and circulated. Currently KS and NA are trialling an app to facilitate communication amongst squad members.</p> <p>Some discussion about Karen Smith promotion suggestion. Good energy, but we might revise some parts to make absolutely clear that the initiative comes across as inclusively as possible. AS will test the ideas and suggestion at a course next weekend, and discuss the tone register of “the message” with Karen and the other participants there.</p> <p>MEM – New minimum qualification marks / WR requirements for MEM were confirmed today. Difficult for small countries to achieve (consistently). Maximum of 2 non-qualified riders allowed to attend. MA to circulate latest correspondence.</p>	<p>AS</p> <p>MA</p>
<p><b>3 Töltonline</b></p> <p>MA spoke to Shona on phone. Shona is happy for the IHSGB to take over the name and the FEIF sport tests, and Shona will continue offering dressage tests as they are currently running. Current riders are free continue as they are doing at the moment, in the future squad members will be expected to participate in appropriate classes.</p> <p><b>MA</b> to identify a panel of judges (and discuss appropriate fee).</p> <p><b>Discussion on how to manage the transition between current and future töltonline:</b> Agreed to keep “rules” to minimum. Agreed tölt and four gait can be done in arena 40x20, minimum length for five gait test is 60m.</p> <p><b>Aim to launch mid-March:</b> GS to work on marking sheets, AN to formulate arena size and video qualities and processing, MA to recruit judges, LC to look into needs of the rider, including costs per class. KC to collaborate with JA to set up web facilities (registration and payment) and promotion.</p> <p>MA to have a dry run including filming, judging, and judge feedback.</p>	<p>MA</p> <p>AN</p> <p>ALL</p>



<b>4 BC update</b> – publish the date asap. Need to keep in step with the publication dates of Newsletter. 3 judges committed so far, MA still looking for 2 more to ensure WR status.	
<b>5AOCB</b> <b>KC</b> – we need a Team Leader for MEM – for Feb agenda. Organise face to face meeting at least once a year. Find date in Feb.	
DONM Wed 21 Feb. 2018 whypay → 033 3443 3443 - room 17581773 - PIN 6952  GMS, 10/1/2018	

**Marketing Proposal Karen Smith, received 4 Jan 2018**

Target Sports C riders (A and B do not need the extra reminders hopefully!)

1) create a FB event of the closing date - ASAP

Submission of application deadline. Do you wish to improve your performance, skill and understanding of your Icelandic Horse's gaits?

Some more concise detail. Link to website page

2) post1 on Page Same time as Event post.

Do you wish to improve your performance, skill and understanding of your Icelandic Horse's gaits? IHSGB welcomes the submission of Horse and Rider combinations who wish to improve and further develop the gaits of their Icelandic Horse. IHSGB will help members by:

- Assisting with setting realistic goals
- Assisting with setting a training plan: 6 months, 12 months
- Offering support – an open line to discuss all aspects of concerns.
- Offering support in management of horse for competition.

Read more at (link direct to squad page)

2a) Group Page. Post linked to official Page post (probably easiest by sharing). Aim is to advertise the post on the Group Page (ie not to create a new post on the Group). This will over time bring those interested in improving their horses off the Group Page onto the official page

2b) update the Event post as this will push a notification to those interested

3) post2 Reminder post (Repetition brings focus to those who forgot due to work responsibilities). W/c 8th Jan

IHSGB welcomes the submission of Horse and Rider combinations who wish to improve and further develop the gaits of their Icelandic Horse. Do you wish to improve your performance, skill and understanding of your Icelandic Horse? IHSGB will help members who wish to further their development, with support to improve performance, understanding and knowledge.

- Members will submit a performance record
- Members of the squad will have access to an online discussion group

. IHSGB will assist with setting realistic goals

- IHSGB will assist with setting a training plan: 6 months, 12 months

# Icelandic Horse Society of Great Britain

## Minutes of Sport Group

---



Link to direct webpage

3a) Group Page. Post linked to official Page post (probably easiest by sharing). Aim is to advertise the post on the Group Page (ie not to create a new post on the Group). This will over time bring those interested in improving their horses off the Group Page onto the official page

3b) update the Event post as this will push a notification to those interested

4)w/c 15th Jan There is still time to register for the Development programme. Open to all IHSGB members. For those registered our online app will give access to:

- Discussion forums
- Training opportunities
- Support and advice (externally and internally)
- Team building events

Link direct to webpage

4a) Group Page. Post linked to official Page post (probably easiest by sharing). Aim is to advertise the post on the Group Page (ie not to create a new post on the Group). This will over time bring those interested in improving their horses off the Group Page onto the official page

4b) update the Event post as this will push a notification to those interested

5) w/c 22nd Jan

Last week for Registration! Do you want to be part of an Educational programme set up by the IHSGB for its members? Commitment is required from both sides. Join up to be part of this exciting new venture.

Link to website

5a) share to Group Page as above

5b) update the Event post as this will push a notification to those interested

6) 29th Jan

Last day to register!

Improve your Tölt, develop your Flugskeið (Flying Pace). Register now to be part of the Education and a Development programme

Website link direct to page

6a) as before

6b) update the Event post as this will push a notification to those interested

I can create images for each post (photos always receive a better response)

Communication channels covered FB (both areas), Sleipnir, website

I would also recommend a direct personalised email or letter to each member (do we know who owns a horse and who doesn't?) By sending a letter/email you close the distance gap very easily.

The FB posts can also be transferred to the e-news.