

SOCIAL WALKS, MEET UPS AND EVENTS - INTRODUCTION AND HOW THEY CAN HELP YOUR BUSINESS!

Definition:

A weekly or monthly free (usually) event to help build trust and get new clients. Or participation in a community event to build trust and promote yourself.

Before we get into the fine detail of organising your events/walks let's once again troubleshoot a few things:

1. CONSIDERATIONS

- 🐾 Do you have insurance
- 🐾 Do you need volunteers
- 🐾 Number of people
- 🐾 Number of dogs
- 🐾 Location
- 🐾 Format
- 🐾 How do you keep the connection going (lead process)
- 🐾 Email list/communication
- 🐾 Listing/promoting event
- 🐾 Risk assessments/health and safety
- 🐾 Type of dogs
- 🐾 Theme
- 🐾 Part of your community or freebie for all
- 🐾 Paid event
- 🐾 Collaboration with another professional

2. TYPES

Social walks

- Dog friendly walking group
- Reactive dog walking group
- Training group walks
- Walk & talk
- Real life training



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Meet ups

- Secure field meet up
- Cafe meet (with or without the dog)
- Pub talk (for pet guardians)
- Online meet ups

Events

- Local community events
- Dog show
- Village fete
- Vet Q and A
- Networking
- Rescue talk
- Vet talk
- Co-working
- Online dog show