

EVENTS, SOCIAL WALKS & MEET UPS - collaboration is the key!

If you are a little nervous or perhaps would like some support with your events/meet ups, why don't you collaborate?

- A social walk with a guest trainer speaker.
- A cafe Q and A with a trainer and behaviourist.
- A joint stand at an event.
- A seminar with various professionals.



But it doesn't end there, collaboration takes on other forms - a relationship with a dog friendly pub, a support group for vet professionals.

A few years back I did a Q and A in a local dog friendly cafe. The good thing is they helped promote and, I had some ongoing clients I could introduce to the café. A win, win situation.

How do you collaborate?

The best way is to make connections through social media first. You need to build trust and think what's in it for them rather than you. Maybe then visit the cafe you plan to do an event, join them on a walk, treat them to a coffee.