

## SOCIAL WALKS - types & considerations

Social walk style meet ups are a great offer to those part of a community/membership, a way to create some revenue or the most popular option to build trust.

Themes/types:



They could be a Q and A style - with a break in the middle, a dog friendly walk, or a walk for a particular breed or dog with an issue.

Considerations:

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