



EQN*2080 - Equine Event Management

Fall 2026 Course Outline

Section: 01

Credits: 1.00

Land Acknowledgement: Guelph

The University of Guelph resides on the ancestral lands of the Attawandaron people and the treaty lands and territory of the Mississaugas of the Credit. We recognize the significance of the Dish with One Spoon Covenant to this land and offer respect to our Anishinaabe, Haudenosaunee and Métis neighbours. Today, this gathering place is home to many First Nations, Inuit, and Métis peoples and acknowledging them reminds us of our important connection to this land where we work and learn.

Calendar Description

This course will introduce skills required to organize equine events, such as horse shows, clinics and conferences. Major topics include event planning, budgeting, promotions, sponsorship, managing event staff and volunteers, legacies and environmental impacts of events. Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of an equine event.

Prerequisite(s): EQN*1010

Restriction(s): Registration in BBRM.EQM

Department(s): Department of Animal Biosciences

This course will introduce skills required to organize equine events, such as horse shows, clinics and conferences. Major topics include event planning, budgeting, promotions, sponsorship, managing event staff and volunteers, welfare and biosecurity considerations when planning events with live animals, legacies and environmental impacts of events. Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of an equine event.

Prerequisite(s): EQN*1010

Restriction(s): Registration in BBRM.EQM

Department(s): Department of Animal Biosciences

Lecture Schedule

MonFri 8:30am-9:50am in MACS*301 (9/10 to 12/22)

Instructor Information

Caleigh Copelin, BBRM, PhD Candidate

Instructor

Email: ccopelin@uoguelph.ca

Office: Online

Office Hours:

by appointment

Jamie Meilach, BBRM, MSc Student

Graduate Teaching Assistant

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Office: Online

Office Hours:

by appointment

Learning Resources

Campus Resources

If you are concerned about any aspect of your academic program: Make an appointment with an Academic Advisor (<https://www.uoguelph.ca/registrar/enrolment-records/academic-advisors>) in your degree program.

Academic Support

McLaughlin Library (<https://www.lib.uoguelph.ca/>) is a central place on campus for providing academic and research support to University of Guelph students. Meet with our staff (<https://www.lib.uoguelph.ca/using-library/appointment-booking/>), attend a workshop (https://cal.lib.uoguelph.ca/calendar/library_events/?t=g), or use our online resources (<https://learningcommons.lib.uoguelph.ca/>):

- Writing (<https://www.lib.uoguelph.ca/writing-studying/writing-resources-workshops/>) and English as an Additional Language (<https://www.lib.uoguelph.ca/writing-studying/english-language-support/>)
- Research Assistance (Finding Sources) (<https://www.lib.uoguelph.ca/writing-studying/research-assistance/>)
- Studying and Time Management (<https://www.lib.uoguelph.ca/writing-studying/studying-resources-workshops/>)
- Supported Learning Groups (SLGs) (<https://www.lib.uoguelph.ca/writing-studying/studying-resources-workshops/slgs/>)
- Presentations (<https://www.lib.uoguelph.ca/writing-studying/studying-resources-workshops/group-work-and-presentations/>)
- Data and Publishing (<https://www.lib.uoguelph.ca/scholarship-publishing/research-lifecycle-support/>)

Cost of Textbooks and Learning Resources

Textbook / Learning Resource	Required / Recommended	Cost
Dashper K, Helgadóttir G, Sigurðardóttir I (Eds). 2021. Humans, horses and events management. CABI, Oxfordshire, UK.	Required	Free through the library

Recommended Resources:

Sport | FEIF

FEI Rulebook

Equestrian Canada Rulebooks

Ontario Equestrian Competition Organizers

Equestrian Canada Competition Organizers Applications and Resources

Course Learning Outcomes

1. Develop a long-term and short-term plan for staging an equine event
2. Know duties and responsibilities of event staff
3. Develop a financial plan for a successful event
4. Be involved in decision-making at management level and deal with organizational problems in a professional manner
5. Identify health and safety risks to attending horse and human competitors and public
6. Be aware of and minimize environmental effects
7. Develop a marketing plan and coordinate media relations for an equestrian event
8. Communicate with sponsors, competitors, judges, press and public
9. Utilize project management software

Schedule of Topics and Assignments

Day	Date:	Topic	Activities	Due
Fri	9/11	Course outline and introduction Teamwork, respect and conflict resolution How to run a meeting	Lectures	FEI Sport Innovation group selection due by Sunday, September 13th at 11:59pm to the Excel sheet Group preference rankings for Career Night (CN) due by Sunday, September 13th at 11:59pm to the Microsoft Form
Mon	9/14	Stakeholders: The people and communities surrounding events	Lectures	
Fri	9/18	Strategic event management		Sun, Sept 20th at 11:59pm in Dropbox: Planning a Horse Show (PHS) - Event introduction
Mon	9/21	Target audiences	Lectures	
Fri	9/25	Establishing event identity & niche events		Sun, sept 27th at 11:59pm in Dropbox: PHS - Event stakeholders and target audience
Mon	9/28	Promotion, marketing and sponsorship	Lectures	
Fri	10/2	Site selection and making bids		Sun, Oct 4th: PHS - Promotional and sponsorship package
Mon	10/5	Event staff, suppliers, volunteers and vendors	Lectures	
Fri	10/9	Community engagement and hospitality		PHS submission delayed this week due to Thanksgiving long weekend - enjoy your holiday!
Mon	10/12	Thanksgiving Holiday		
Fri	10/16	Financial planning and economic impact	Lecture	Weds, Oct 14th at 11:59pm in Dropbox: PHS - Employees, volunteers and officials Sun, Oct 18th at 11:59pm in Dropbox: PHS: Logistics, site selection and evaluation, rentals and hospitality
Mon	10/19	Competitions Welfare considerations for competitive events	Lectures	Weds, Oct 21st during lab time: Career Night Halfway Point Check-In Meetings
Fri	10/23	Equestrian events' social license to operate		Sun, Oct 25th at 11:59pm in Dropbox: PHS - Financial planning and economic impact
Mon	10/26	Rules in competition	Lectures	
Fri	10/30	Risk management		Sun, Nov 1st at 11:59pm in Dropbox: PHS - Welfare and SLO considerations
Mon	11/2	Multispecies encounters	Lectures	
Fri	11/6	Environmental impact		Sun, Nov 8th at 11:59pm in Dropbox: PHS - Risk management and environmental impact FEI submissions due to Agorize platform Sunday, November 8th
Mon	11/9	FEI Sport Innovation final presentations	Presentations	
Fri	11/13	Prize lists	Lecture	Sun, Nov 15th at 11:59pm in Dropbox: FEI Sport Innovation reflection assignment due Sun, Nov 15th at 11:59pm via peer review platform: Evaluation of FEI Thinksport group members due
Mon	11/16	No lecture, extra work period to prepare for Career Night		



Fri	11/20	Equine Career Night tonight!		Career Night attendance is mandatory Sun, Nov 22nd at 11:59pm in Dropbox: PHS - Prize list
Mon	11/23	Course design	Lectures	
Fri	11/27	Post-event reports		Sun, Nov 29th at 11:59pm in Dropbox: PHS - Course design
Mon	11/30	Post-event legacies	Lecture	
Fri	12/4	No lecture, enjoy some well-earned rest		Sun, Dec 6th at 11:59pm in Dropbox: Post- Event Reports due for Career Night Sun, Dec 6th at 11:59pm in Dropbox: Final PHS submission due Sun, Dec 6th at 11:59pm via peer assessment platform: Evaluation of Career Night group members due
Mon	12/7	No classes this week		
Mon	12/14	No classes this week		
Mon	12/21	No classes this week		

Assessment Breakdown

Description	Weighting (%)	Due Date
FEI Sport Innovation - Final Presentation	20%	Monday, November 9th (in class) Submission due to Agorize platform by November 8th
FEI Sport Innovation - Reflection Assignment	10%	Sunday, November 15th at 11:59pm in Dropbox
FEI Sport Innovation - Peer Evaluation	5%	Sunday, November 15th at 11:59pm via peer assessment platform
Career Night - Weekly Team Updates	10%	Given verbally at the start of lab each week and also submitted to Dropbox in written format by 8:30am every lab day (Wednesdays)
Career Night - Post-Event Report and Overall Contributions	17%	Sunday, December 6th at 11:59pm in Dropbox
Career Night - Halfway Point Update Meeting Participation	3%	Completed in-lab on Wednesday, October 21 st
Career Night - Peer Evaluation	10%	Sunday, December 6th by 11:59pm via peer assessment platform
Planning a Horse Show Cumulative Assignment	25%	Flexible submission weekly throughout the semester (Sundays at 11:59pm), final submission due Sunday, December 6th at 11:59pm

Assessment Details

Project

FEI Sport Innovation Challenge

Students will participate in the FEI Thinksport Innovation Challenge, working in groups to solve one of two problems facing equestrian sporting events today. The project will culminate with students presenting their proposed solution to their classmates. A group vote will determine which group will have an opportunity to present their work virtually to the final FEI panel.

Course Learning Outcomes Assessed: 2, 4, 5, 8, 9

Group Project

Major Equine Event Planning and Execution - Equine Career Night

40

Students will work together with their classmates to plan and execute Equine Career Night on Friday, November 20th at Peter Clark Hall. The event will feature speakers and exhibitors advertising the many different career options in the equine industry. Students will work in sub-committees related to promotions, logistics, industry partners and more to ensure the event is a success. All teams will meet weekly during lab time to plan and execute their responsibilities for the event, with the assistance of the TA and instructor as appropriate.

Course Learning Outcomes Assessed: 1, 2, 3, 4, 5, 6, 7, 8, 9

Paper

Planning a Horse Show

25

This assignment will bring together all of the student's learning over the semester to apply it to real-world scenarios. Students will plan a fictional horse show and create a portfolio summarizing all key considerations from budget through to event officials and course design. This assignment is designed with flexible deadlines - chapters may be submitted by the suggested weekly deadlines for students to receive feedback they may use to create subsequent chapters. Students who submit at least 7 out of 9 chapters by the weekly deadlines throughout the semester will be eligible to re-submit the chapters they have received feedback on based on the provided feedback at the end of the semester. Students who do not submit at the weekly deadlines will have each chapter graded only once. Final report is due at the end of the semester. This project can be completed alone or in pairs.

Course Learning Outcomes Assessed: 1, 2, 3, 4, 5, 6, 7, 8, 9

Last Day to Drop Course

The final day to drop Fall 2026 courses without academic penalty is the last day of classes: December 04

After this date, a mark will be recorded, whether course work is completed or not (a zero is assigned for missed tests/assignments). This mark will show on the student's transcript and will be calculated into their average.

Course Grading Policies

Submission of Assignments

All assignments are due at 11:59pm in Dropbox on their listed due date unless explicitly stated otherwise.

When submitting your assignments using the Dropbox tool, do not leave the page until your assignment has successfully uploaded. To verify that your submission was complete, you can view the submission history immediately after the upload to see which files uploaded successfully. The system will also email you a receipt. Save this email receipt as proof of submission.

Be sure to keep a back-up copy of all your assignments in the event that they are lost in transition. To avoid any last-minute computer problems, your instructor strongly recommends you save your assignments to a cloud-based file storage (e.g., OneDrive), or send to your email account, so that should something happen to your computer, the assignment could still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified on the Schedule. Be sure to check the technical requirements and make sure you have the proper computer, that you have a supported browser, and that you have reliable Internet access. Remember that technical difficulty is not an excuse not to turn in your assignment on time. Don't wait until the last minute as you may get behind in your work.

If, for some reason, you have a technical difficulty when submitting your assignment electronically, please contact your instructor or CourseLink Support.

<http://spaces.uoguelph.ca/ed/contact-us/>

Missed or Late Assignments

Late submissions will be subjected to a 15% deduction per day for up to four days past the deadline (60% total deduction). Assignments submitted later than four days past the listed deadline without prior approval will be given an automatic grade of zero.

Extensions and flexibility on deadlines may be possible at the discretion of the instructor. Early and transparent communication will ensure the best chance for the student to receive accommodation if needed. Do not wait until the last minute to ask for an extension.

Alternate assessments will be offered only to students with medical, psychological, religious or compassionate reasons for missing a scheduled assessment. It is the student's responsibility to obtain notes/learning materials from a missed class.

Grading Policies:

The assignment of grades is based on the clearly defined standards published in the Undergraduate Calendar as follows (Undergraduate Grading Procedures (<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds-proc.shtml>)):

- **80 - 100 (A) Excellent.** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
- **70 - 79 (B) Good.** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
- **60 - 69 (C) Acceptable.** An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
- **50 - 59 (D) Minimally Acceptable.** A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
- **0 - 49 (F) Fail.** An inadequate performance

Evaluation criteria used gives a measure quality of performance and not merely activity, including consideration of the student's ability to use correctly and effectively the language appropriate to the assignment. Assignments must be submitted electronically via Courselink or Teams unless otherwise noted. Due dates and times are explicitly stated in the assignment information. Assignments are graded by rubrics where noted, which are available on Courselink.

In this course, your instructor may use Turnitin, integrated with the CourseLink Dropbox tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph. All submitted assignments will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

All tests, assignments, reports, etc., will be returned to, or discussed with students, without undue delay and in any case before the last day of the examination period

Course Standard Statements

Course Technology and Technical Support

Technical Skills

As part of your learning experience, you are expected to use a variety of technologies for assignments, lectures, teamwork, and meetings. To be successful in this course you will need to have the following technical skills:

- Manage files and folders on your computer (e.g., save, name, copy, backup, rename, delete, and check properties);
- Install software, security and virus protection;
- Use office applications (e.g., Word, PowerPoint, Excel or similar) to create documents;
- Be comfortable uploading and downloading saved files;
- Communicate using email (e.g., create, receive, reply, print, send, download and open attachments);
- Navigate the CourseLink learning environment and use the essential tools such as Dropbox and Grades;
- Navigate the Microsoft Teams learning environment and use the essential tools such as channels, posts, files, and Microsoft Planner
- Access, navigate and search the Internet using a web browser (e.g., Firefox, Internet Explorer);
- Perform online research using various search engines (e.g., Google) and library databases.

Course Technologies

This course will use a variety of technologies including but not limited to:

- CourseLink
- Microsoft Teams (for Event Planning Teams)

CourseLink System Requirements

This course is being offered using CourseLink (powered by D2L's Brightspace), the University of Guelph's online learning management system (LMS). By using this service, you agree to comply with the University of Guelph's Access and Privacy Guidelines. Please visit the D2L website to review the Brightspace privacy statement and Brightspace Learning Environment web accessibility standards.

<http://www.uoguelph.ca/web/privacy/>

<https://www.d2l.com/legal/privacy/>

<https://www.d2l.com/accessibility/standards/>

You are responsible for ensuring that your computer system meets the necessary system requirements. Use the browser check tool to ensure your browser settings are compatible and up to date.

<http://spaces.uoguelph.ca/ed/system-requirements/>

<https://courselink.uoguelph.ca/d2l/systemCheck>

You should also check your internet speed. The recommended minimum speed for effective video-based learning and activities is 50 Mbps download and 10 Mbps upload (Mbps = megabits per second). Go to <https://www.speedtest.net/> to test your connection speed.

Teams (via Office 365)

Office 365 Teams is a collaboration service that provides shared conversation spaces to help teams coordinate and communicate information. This course will use Teams for managing information related to your event sub-committees. It is recommended that you use the desktop version of Teams. As a student you are responsible for learning how to use Teams and its features.

For Teams Support visit the CCS website for more information.

<https://www.uoguelph.ca/ccs/services/office365/teams>

Technical Support

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support.

Email: courselink@uoguelph.ca

Tel: 519-824-4120 ext. 56939 Toll-Free (CAN/USA): 1-866-275-1478

Support Hours (Eastern Time):

Monday thru Friday: 8:30 am–8:30 pm

Saturday: 10:00 am–4:00 pm

Sunday: 12:00 pm–6:00 pm

Course Policy on the Use of Generative Artificial Intelligence (GenAI) or Language Learning Models (LLMs)

The use of Generative AI can enrich and enhance your thinking, communication and learning, but it should never replace or subvert it. In this course, GenAI may be used for brainstorming, creating structures and idea generation for improving work. Final submissions must be your own content. GenAI may further be used for grammatical editing of written work to improve clarity and quality of a final submission, but not for the creation of new content.

Any GenAI use must be cited with its contributions to your work clearly defined in your submission with a Statement of AI Use. The use of GenAI outside of these contexts constitutes academic misconduct. It is the student's responsibility to be clear on the limitations for use and to be clear on the expectations for citation and reference and to do so appropriately (see APA - How Do I Cite Generative AI? - McMaster LibGuides at McMaster University (<https://libguides.mcmaster.ca/cite-gen-ai/apa#:~:text=When%20a%20generative%20artificial%20intelligence%20%28AI%29%20model%20is,as%20an%20author%20on%20an%20APA%20scholarly%20publication>) or How to cite ChatGPT (apa.org) (<https://apastyle.apa.org/blog/how-to-cite-chatgpt>)).

Course Policy on Group Work

Assignments are expected to be individual work unless otherwise noted and are graded as such. However, this course contains a large proportion of group work. All group members will receive the same grade for group work assignments (with the exception of the peer evaluation grades which will be

unique to each individual based on their group's assessment of their work) unless otherwise approved by the Instructor. Any problems associated with group work should be brought to the attention of the instructor as soon as possible.

Experiential Learning Component

Experiential Learning (EL) at the University of Guelph means learning through action. EL activities provide students with the opportunity to apply course material to real-world, meaningful contexts.

This course has integrated the following Experiential Learning Components: Course-Integrated Learning (<https://www.uoguelph.ca/experientiallearning/students/search-experiential-learning-opportunities/curricular-and-course-based-opportunities-0>).

Upon successful completion, this experiential learning course will be reflected on the student's Professional and Career Development Record (PCDR). Learn about the PCDR and experiential learning at www.uoguelph.ca/pcdr (<https://www.uoguelph.ca/experientiallearning/pcdr>).

Standard Statements for Undergraduate Courses

Academic Integrity

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community – faculty, staff, and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy (<https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/academic-misconduct/>) is outlined in the Undergraduate Calendar.

Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is required; however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability. Use of the SAS Exam Centre requires students to make a booking at least 10 business days in advance, and no later than November 1 (fall), March 1 (winter) or July 1 (summer). For students at the Guelph campus, information can be found on the SAS website. (<https://www.uoguelph.ca/sas>)

Accommodation of Religious Obligations

If you are unable to meet an in-course requirement due to religious obligations, please email the course instructor within two weeks of the start of the semester to make alternate arrangements.

See the Academic calendar for information on regulations and procedures for Academic Accommodations of Religious Obligations (<https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/academic-accommodation-religious-obligations/>).

Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

Drop Date

Students will have until the last day of classes to drop courses without academic penalty. The deadline to drop two-semester courses will be the last day of classes in the second semester. This applies to all undergraduate students except for Doctor of Veterinary Medicine and Associate Diploma in Veterinary Technology (conventional and alternative delivery) students. The regulations and procedures for course registration are available

in the Undergraduate Calendar - Dropping Courses (<https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/dropping-courses/>).

Email Communication

As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly: e-mail is the official route of communication between the University and its students.

Health and Wellbeing

The University of Guelph provides a wide range of health and wellbeing services at the Vaccarino Centre for Student Wellness (<https://wellness.uoguelph.ca/>). If you are concerned about your mental health and not sure where to start, connect with a Student Wellness Navigator (<https://wellness.uoguelph.ca/navigators>) who can help develop a plan to manage and support your mental health or check out our mental wellbeing resources (<https://wellness.uoguelph.ca/shine-this-year>). The Student Wellness team are here to help and welcome the opportunity to connect with you.

Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g., final exam or major assignment).

Recording of Materials

Presentations that are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Resources

The Academic Calendars (<http://www.uoguelph.ca/registrar/calendars/?index>) are the source of information about the University of Guelph's procedures, policies and regulations which apply to undergraduate, graduate and diploma programs.

When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. See the Undergraduate Calendar for information on regulations and procedures for Academic Consideration. (<https://calendar.uoguelph.ca/undergraduate-calendar/undergraduate-degree-regulations-procedures/academic-consideration-appeals-petitions/>)