



2024 Equine Business Summit Event Program

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8:00 am: Welcome / Registrations

9:00 am: Introduction - Katie & Hannah

9:15 am:



Keynote #1

Founder Poseidon Animal Health

10:15 am:

Morning Tea

Light snacks and refreshments

10:30 am:



Panel #1 - Founder Chats

With Grace from Hairy Pony, Sarah from Leader Equine & Michelle from Eastern Distributors.

11:00 am:



Keynote #2 - Geoff Sinclair

Founder EQ Saddlery & Horseland

12:00 pm:

Lunch

Main meal, snacks and refreshments

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12:45 pm:



Interactive Session #1

Emily Lambourne - Maximise your marketing efforts

1:30 pm:



Interactive Session #2

Tenai Seymour - Psychology of Ads & Analytical Scaling

2:15 pm:

Afternoon Tea

Light snacks & refreshments provided

2:45 pm:

Summit Workbook Session

Put your learning to work and collaboratively solve issues with this interactive workbook session.

3:45 pm:

Short Break

4:00 pm:



Panel #2 - Community

Sarah Timmerman, Katie-lea Quigley & Amy-Gotts Wheeler

5:00 pm:

Networking + Close