

2021 ANNUAL GENERAL MEETING AHSA LTD

PROMOTIONS & PUBLICITY REPORT

Joining the board recently I stepped in after the resignation from Glenys Lilley prior to term. I would like to thank Glenys and her team for all their work. The advertising budget is tight, but the Society is looking at ways to promote the Society and increase its profile.

Top Horse Equestrian and EquiDirectory are two additional advertising sources online that are currently being researched.

Horse Deals held an Arabian promotion in the January Horse Deals. Anna Sharply did a beautiful story on Equestrian Legends, Ron & Val Males, following a feature on Ron and Val from 10 years ago. Two full page adverts were also placed in this edition, a promotion on the Versatile Arabian Horse, where members on Social media were asked to submit images for the advert design. It was so lovely to see so many members showcasing the extreme versatility of our beautiful breed and an advert Kerri Hill designed for the National Championships.

Recently an advertisement was also placed in the QERA magazine for the promotion of the Endurance Horse of the Year.

My aim is to ramp up promotions on Social Media, having a proven record in being able to promote via social media, this will be utilised for the Board.

Tanya Hosking

Publicity