

What you need to know to host a clinic with Peggy Hogan:

What is needed for a clinic:

1. Peggy's fee for the weekend is \$1,000.
2. Indoor arena in case of bad weather.
3. A place to meet for breaks, lunch, learning.
4. Restrooms with real plumbing are good. Great, in fact! But not absolutely necessary. Non-plumbed facilities work, too.
5. Overnight stabling for horses that haul in.
6. Places for horses to go when not being used, such as when we have lunch or take a break. It would be nice to use otherwise unused stalls or have ties in the arena or have round pens or paddocks. But if the horses have to stand tied in or on trailers, that works, too.
7. Lunch: Can be ordered out and brought in or you can hire someone or "hire" the local 4H or Pony Club to do lunch.
8. Morning coffee and snacks would be nice.
9. A Friday-night meet & greet is nice and fun and a casual way to meet each other and talk about clicker training. Not a necessity, however.
10. We will stay in offered housing instead of a hotel if such is available.
11. You will need to buy the airline ticket ahead of time, preferably when it's the cheapest.
12. Advertise, advertise, advertise. Post on Facebook and on the Clicker Expo Yahoo! Group. Put up flyers in tack and feed stores and in pet supply stores and in vet offices – both large and small animal. Many dog trainers and owners also have horses.
13. Figure out how much it will cost each participant. A maximum of ten participants is allowed. A maximum of 20 auditors is allowed. Invite anyone you can think of, including dog trainers and training clubs. I generally figure the total expenses and divide by five or six in case the clinic doesn't totally fill. However, try not to go over about \$275/participant. Auditors can make up the difference. If you're lucky and you have extra left over, you can offer refunds to the participants.
14. One incentive idea is to give each participant a free auditor ticket that they can sell or give to a friend.
15. A two-week online pre-clinic is included in the price of the clinic itself. It is very important to stress the value of this online pre-clinic (\$170). It is also a way to make sure that each participant is up to speed for the live clinic.
16. Hosts, ideally, participate for free as a reinforcer for all their hard work.