



27th February 2024 - EHN Webinar on how to communicate on the equine industry – Take the opportunity of the Olympics to present good stories

77 participants attended the Webinar

Welcome by Mark Wentein, Chairman of the European Horse Network and moderator.

As chairman of EHN I am also since more than 40 years involved in equestrian publications and media. As founder-publisher of Hippo Revue, Belgians leading equestrian magazine, I know how important communication is. Especially in the year of the Olympics.

Those in favour of the sport know how we can sport under well written rules and regulations with horses. A unique combination in sport where you have 2 athletes. But society - especially social control and media - changed our landscape intensively. We all know that since the last Olympics the horse sport in the modern pentathlon was cancelled. New formats for the 3 disciplines have been tested in favour of horse welfare. Under control of social licensing and acceptance. The reason why I moderate today the importance of communication, media and press in preparation of the Paris Olympics 2024.

I myself received my specialised accreditation as equestrian Journalist for the Versailles venue.

Reminder of EHN missions:

- Promote the development of the horse, pony and donkey sector in Europe.
- To help members coordinate their activities in order to increase the visibility and impact of the equine industry,
- Act as a platform for the equine industry to communicate on common issues with European institutions and media
- Discuss, define and lobby on areas of common interests on the European political agenda

We have five speakers in this webinar, the second of this year that EHN is powering.

- **FEI Equine Ethics and Wellbeing Commission** – *Survey on the public opinion on equestrian Sport* – Jessica Stark, Head of Communication at World Horse Welfare
- **FEI TV and Media** – *The Horse in society and the horse in competitions* – Olivia Robinson, Communication Director at FEI
- **FNRS, the Dutch Federation of Professional Equestrian Centres in the Netherlands** - *Moderation & pro-active handling of communication around horses and sport horses* – Haike Blaauw, Managing Director at FNRS
- **COFICHEV, Conseil et Observatoire Suisse de la Filière du Cheval** - *Symposium with Media organised in 2022 – Objectives and Conclusions* – Charles Trolliet, President at Cofichev
- **International Alliance of Equestrian Journalists** – *The need of the specialised press* – Kim C Lundin, Swedish free-lancer journalist and photographer, board member and secretary at IAEJ, International Alliance of Equestrian Journalists