Eponaquest®

by Linda Kohanov

Eponaquest & Medicine Horse Way Nederland

Vision & Mission

Our community:

1. Walks the talk (we model the tools we work with)
2. Shares the love (promotion & marketing from authenticity)
3. Invokes the Power of the Herd (collaboration, specialisation, networking, engaging with society)

Aim: support ourselves, each other and the human herd we are part of.

Programme today

1. Meet Each Other and the Herd
2. Developments in the EFL Professional Field
3. Presentation from EQ Germany
4. Eponaquest Developments NL
5. Intervision & Supervision
6. Joint Marketing Initiatives
7. Herd Exercise

Developments in the EFL Professional Field

IAHAIO

Vereniging
Paarden Coaching
Nederland

VERENIGING AANBIEDERS
DIER EN ZORG

Rijksoverheid

- We can't beat them
- Nor do we want to!
  - Power of the larger EFL herd is benefit.
  - Important for protection of horses in our society
- But: Eponaquest values are not clearly represented.
- So we must join (= influence) them!

Professional association

- Joss has joined shared initiative to set up a new “Beroepsvereninging” (professional association)
- But: EDUCATORS can’t be running that: conflict of interest!
- Should be by BY AND FOR practitioners

Professional association

Role:

- **Joint promotion** of benefits of EFL
- **Represent** profession in political and regulatory developments
- **Quality standards**: define commonly shared best practice guidelines for human and horse safety & wellbeing in this work
- **Accreditation** of 1) education; 2) professionals, and 3) locations in EFL field
- ETC…. SO….

WE WANT
YOU!

Professional networking

- Negotiations with MyCompass.Horse
- “LinkedIn for the Horse World”
- Bringing together the horse network in the Netherlands – coaches, trainers, instructors, breeders, farriers, saddle fitters, etc

MyCompass.Horse

http://eponaquest.de/

The Dutch MHW Apprenticeship

- Has barely survived combination of Pandemic restrictions and STAP subsidy situation
- But we are not quitting. The time is right to move forward and there are good opportunities
- Negotiations with Eponaquest LLC: app as of 2024 formally under the banner of Eponaquest Netherlands
- Many advantages to this for everyone involved
- Practical details not finalised yet, you will be informed early autumn

Intervision & Supervision

- Supervision: Joss will announce/reconfirm requirements for certificate holders in Fall as part of the Eponaquest transition
- In the mean time: Intervision can and needs to start now among colleagues who are actively practicing
- Suggest 3 times a year, in groups no bigger than 6, live or via Zoom
- Who would like to organise this?

Joint Marketing

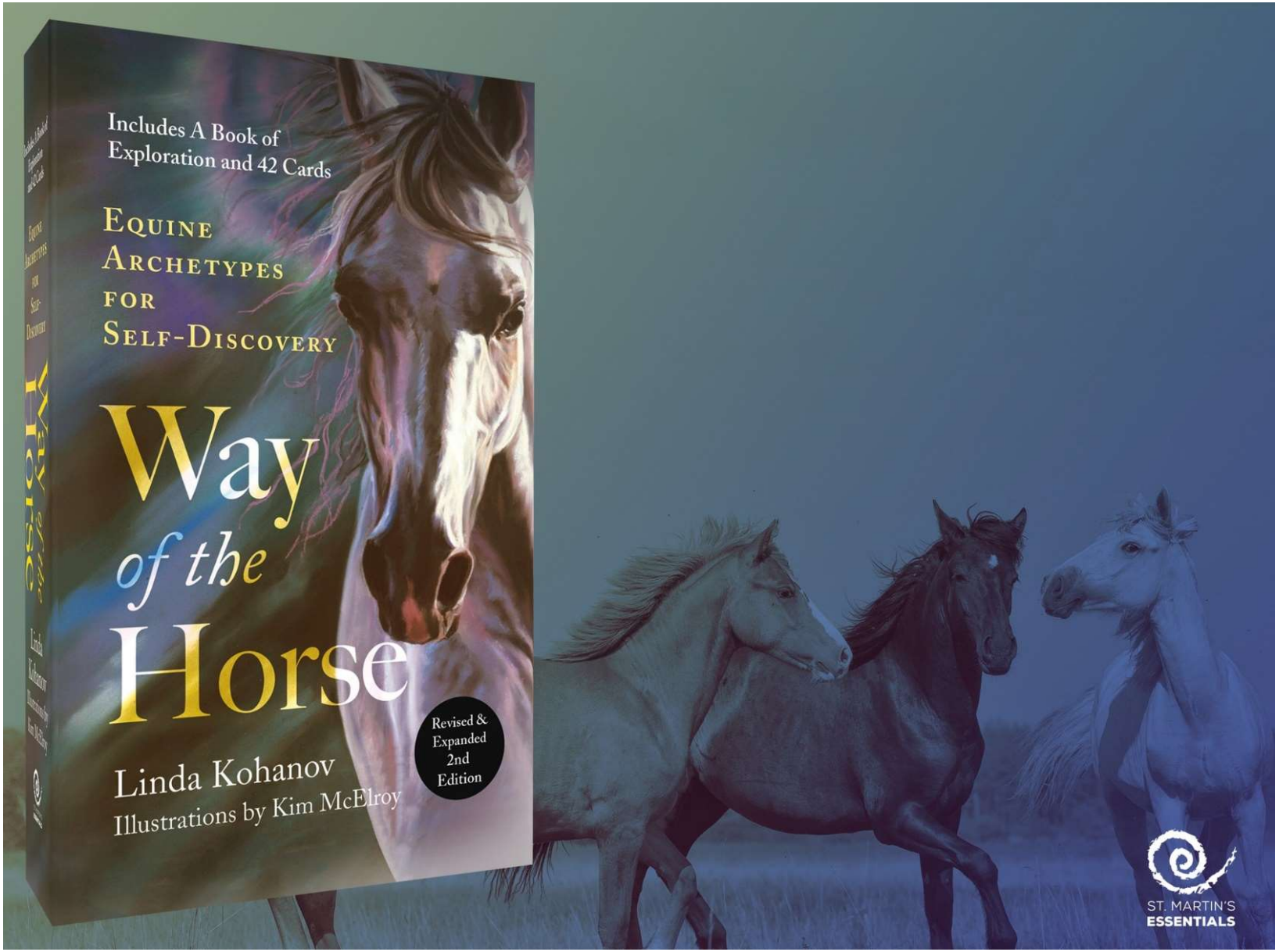
- Making promotional films is expensive
- Idea of “Power of the Herd” film day for internet promotional clips
- Every certificate holder welcome to join
- Develop and film content for your sites and social media profiles
- Share costs of camera person
- Those present can record their own promotional content and we can be the ‘actors’ in the film of the others

Joint Marketing

- Developing marketing & promotion training with MyCompass.Horse
- For starting equine entrepreneurs
- Bringing together the horse network in the Netherlands – coaches, trainers, instructors, breeders, farriers, saddle fitters, etc

MyCompass.Horse

Joint Marketing

- Create association (vereniging) of Dutch Eponaquest Instructors certificate holders
- Goals: joint marketing of our approach
- Organising intervision
- Holding shared website, invest in ability to be found
- You can start this by putting your profile on Dutch “Power of the Herd” website
- Joint marketing and publication of Linda’s books

Joint Marketing