



### Information for Hosting or Organizing a Weekend Seminar-Workshop

Here is information about how we can work together to bring Beyond Horse Massage: The Masterson Method™ to a barn of your choice. Remember, you can also call us at (641) 472-1312 if you have any additional questions, comments or concerns.

## Overview of the Weekend Seminar-Workshop

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The Masterson Method™ seminars are “hands-on” seminars taught by a Masterson Method™ Certified Instructor. The Masterson Method™ Seminars are tailored to the needs of horse owners, trainers or equine therapists who would like to learn the basics of Integrated Equine Performance Bodywork™ to understand the concept of following the responses of the horse and to practice the Masterson Method™ on a variety of different horses. In these hands-on workshops you'll learn how to recognize and use the visual responses of the horse to your touch, to find and release accumulated stress in key junctions of the body that most affect performance.

The seminars usually use six to eight horses per day with 10 – 12 participants, working in teams of two. Participants are free to work on as many horses as they are comfortable with and the Instructors encourage the students to switch from one horse to another to get the "feel" of another horse's problem.

### DAY ONE

#### Introduction

Our Certified Instructors begin the seminar by giving an introduction to the Masterson Method™. This is followed with an overview of techniques and important points to watch for in the horse. Participants receive a Masterson Method™ workbook. This workbook has step-by-step pictures and instructions for the participants to follow and to take home to use in the field.

The introduction can be done in a meeting room or a barn area.

#### Demonstration

We then move into an area set up where 10 – 12 people can easily watch a demonstration of the first set of techniques on a live horse.

It can be a wash stall, a large aisle, and arena, anywhere there is enough room for the Instructor to work and can be easily seen by the participants. If possible, we like to work without tying the horse so that the horse can fidget and move around when the stress is being released from the muscles/skeletal structure.

#### Hands-On Instruction

Participants, in teams of 2 will start the “hands-on” part of the seminar by going into the stalls with the horses provided. Ideally, the horses are stalled and participants can move

## Beyond Horse Massage: The Masterson Method™ Weekend Seminar-Workshop

from stall to stall to try the techniques demonstrated. The Instructor and Assistants go from team to team working with each to get the maximum benefit. Then, teams switch and practice the same techniques on another horse.

### **Repeat with new techniques...**

The Instructor demonstrates a new technique to be practiced on the next area of the horse. Following the demonstration, participants will pair up and work on those new techniques on the horses. Some horses will have key areas that are easier than others, some areas harder. By switching horses, everyone can experience as much as they choose.

## DAY TWO

On day two, the Instructor begins the day by going over the techniques learned the previous day, answering any questions that may have lingered. This usually leads to interesting discussion. Then, the Instructor goes over the 2nd day Advanced Techniques. The rest of the day the participants are back working in pairs on the horses, refining the techniques of the Masterson Method™.

## Guidelines for becoming a Hostess or an Organizer

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### **Option A – Being an Organizer.**

The Organizer would pay a set fee to have one of our Certified Instructors come and teach a seminar-workshop. The Organizer would be responsible for organizing, promoting, and collecting registrations fees. We assist in promoting your event on our website, and through our newsletters. This option can be used as a fundraiser for large horse groups or barn owners.

### **Option B – Being a Hostess.**

Provide suitable venue or facility for the seminar-workshop to be held. We work together to promote and advertise to fill the class. Each participant pays Masterson Equine Services directly for the tuition. The Hostess will receive one free course seat if space allows.

## What type of Venue/Facilities are we looking for?

### **What is needed?**

1. A suitable place to hold the seminar
  2. People interested in learning
  3. 6 – 8 horses per day to work on.
- **Stalls.** Venue/facilities need to have stalls that can be easily accessed by participants and are contiguous, or are all in one block: at least 6 – 8 stalls. Can be a private barn (best) or a public facility. Open stalls with lots of light are best, but not required.

## Beyond Horse Massage: The Masterson Method™ Weekend Seminar-Workshop

- **Demonstration Area.** This is a place where participants can comfortably stand or sit and watch the Instructor work, and where the demonstration horse does not need to be tied. This could be a wash stall, a large aisle or grooming stall, or an open, pipe rail stall.
- **Meeting and Lunch Area.** Ideal location would have a lounge or room where the Instructor can go over the Masterson Method™ manual and everyone can sit. If all else fails, chairs placed at the end of the aisle or outside (depending on the weather.)
- **Horses.** 6 – 8 horses to work on each day. A combination of working horses, with a few small horses and ponies are also helpful because of their size and ease of handling when lifting limbs, heads, etc. Some of the same horses can be used for both days. We like to have the opportunity available for participants to bring in horses to board for the weekend. Participants can pay individually for stabling directly with venue. Be aware of any health guidelines that the stable has in place, such as Coggins, health certificates, etc.
- **Condition of Facilities.** There is a lot of information in this seminar to cover in two days, and there is a lot of hands-on work; handling of the head, neck, feet and legs by participants. Horses and stall floors have to be clean, and any time spent cleaning after the seminar begins takes away from time learning.

**Note:** We do not need to use arenas, or interfere with any lessons or teaching that the venue has scheduled during the seminar that do not involve the use of the above facilities.

## Once the Venue is booked:

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Promotion is important to the success of your event. We use the use of professional flyers, emails campaigns, our website, newsletters, and 3<sup>rd</sup> party online calendars. We will also email you a promotional flyer and content to use in your emails that can be forwarded to all your contact, local clubs and organizations, and to post on your website, and any social media sites.

As the Seminar begins to fill, Masterson Equine Services will field questions, and you can pass on any questions to home office that you don't know the answer to. Please make a quick list of where participants can stay (hotels, B&B's) and MapQuest directions to hotels for those that are interested. Often, you know better than anyone which hotels are more convenient.

Questions? Please contact us at [seminars@mastersonmethod.com](mailto:seminars@mastersonmethod.com) or call 641-472-1312.

We are looking forward to working with you!

Cindee Van Dijk, Seminar Coordinator  
Masterson Equine Services