



Our Upcoming Training Schedule & Registration: Our current training schedule, along with flyers and other information is found here: <https://ealacademy.com/trainings>

Training Descriptions: More information about each of our trainings and specific pre-work is found at <https://ealacademy.com/trainings.html#CertInfo> and <https://ealacademy.com/trainings.html#MindInfo>

Training Pricing, Payment Options, & Discount Information:
<https://ealacademy.com/trainings.html#PaymentInfo>

Training Electronic Communication: We communicate important training information through email. Our email may arrive in your spam/junk folder, so please check this folder regularly and add our email address to your address book (or whatever method you use to whitelist email) to receive our emails in your inbox. Also, we ask training attendees to provide us with their mobile number just in case there is something that needs to be coordinated close to the training.

Training & Other Policies: You can find our policies about training cancellation, training viewing, privacy, etc.: <https://ealacademy.com/contact-eal-academy>

Continuing Education:

- [PATH Intl.](#) has pre-approved CEUs for our trainings:
 - Certification Training: 10.5 CRs (all certifications) and 53.5 CEs
 - Mindfulness Training: 6.5 CRs (all certifications) and 5.5 CEs
- For other CEUs, we have materials you may submit to your licensing and/or certifying organization(s) to determine if they approve CEUs for this training.

Prior Training Attendee Feedback: Found here at (scroll down a bit)
<https://ealacademy.com/trainings.html#CertInfo> and
<https://ealacademy.com/trainings.html#MindInfo>

Post Training Community, Collaboration & Support: We encourage each training class to maintain their strong bonds and continue their collaboration after the training. Plus, you'll be invited to join our free online community to connect with others that have attended our in-person trainings to collaborate about EAL tools, techniques, resources, facilitation opportunities, and in many other ways. Also, you can always contact us to ask questions.

How EAL Academy is Different: We've been conducting EAL certification trainings since 2007. We know we offer the best experience to learn how to facilitate learning and coaching programs with horses, and we're told this all the time by attendees that have attended other training programs. Plus, we achieve this in a short time frame (4 days in person), at a very competitive rate, and the post-training certification process is simple. Learn more about how we're different here: <https://ealacademy.com/index.html#Different>

Training Return on Investment (ROI): It's possible to cover your training registration cost by hosting 1 - 3 clients after the training, and during our Certification training we share how to find clients and determine pricing for your market. If you're interested in working with business teams, a single full day training with a business team from a large company may cover your certification registration. We're happy to have a phone conversation to share more about how this is possible and why your investment in our trainings is very low risk



Training Locations & Registration: We offer trainings in about 8 – 12 locations each year, some of which are private trainings. Previous attendees have described our trainings as transformative and life changing experiences. Given the locations of our trainings, we encourage you to plan on traveling to one of our trainings rather than waiting for one to be scheduled nearby. Our current training schedule is kept up to date here:

<https://ealacademy.com/trainings>

Business Formation: Developing and operating an EAL business is the same as any other business and there are many aspects to be considered beyond the EAL programs with clients.

EAL Academy will support you by providing information that's specific to EAL, based on our 20+ years of providing EAL programs. With our certification training, we provide specific information about managing equine liability risk and equine liability insurance, marketing, pricing, and selling EAL programs, and a complete set of tools, templates, forms, and samples that take you from providing a prospective client a sales proposal and all the way through the aspects of conducting an EAL program. Our clients say, "it's EAL business in a box."

We recommend utilizing the sba.gov and other local resources such as the Chamber and/or other Business Development organizations, along with an attorney and a CPA to establish your business legal structure (profit or nonprofit, LLC or Inc., formation and filings). It's best to complete a business plan with strategies specific to your market. Also, you'll want to determine your approach for technology and accounting needs, including your website, taking payments, social media, etc. These general business management topics aren't covered during our trainings, although we do cover the EAL specific business aspects mentioned above.

Request to Host our Trainings: We receive many generous offers to host our training. We appreciate this interest and want to support everyone's requests. Our best hosting experiences are when we're hosted by someone that has attended our trainings because they thoroughly understand all aspects of the trainings, our approach, our values, and the horse activities. We give preference to those that have invested in us and if you attend one of our trainings then we'll explore the future opportunity to host. If you don't meet these requirements but have enough attendees to fill a training (6 – 12 attendees), then please see the Private Training option described below. Occasionally we're interested in holding trainings in a specific location, and in these situations, we'll consider a host that hasn't attended our trainings if they're experienced with EAL and meet the requirements below.

Overview of Host Facility Requirements for Trainings Offered to the General Public:

- Located within 45 minutes from a major airport with nearby lodging options
- Indoor Meeting Room: Space for training, debriefing, and lunch; 15' x 25' or larger; typically set up with 5 tables and 15 – 20 chairs for the attendees and trainer; 1 table for materials and snacks
- Horse Activities:
 - Covered arena (60' x 80' or larger, this requirement is waived in areas where covered arenas are typically not found, such as southern CA, AZ, and NV)
 - Round pen (60' or larger) or equipment to partition a corner of the arena
 - Approximately 8+ horses suitable for the EAL ground activities
 - Standard activity equipment such as poles, boards, jumps, barrels, etc.

- Staff and/or volunteers to set up horse activities and handle horses (typically 2 for each horse activity; not required to be present all day and are needed when we're doing horse activities)
- Restroom and supplies
- Lunches: Assist with securing a single caterer to provide a lunch drop off for all days
- Assistance with promoting the trainings with your contacts in the local community, newsletters, website, and social media, to secure a few training attendees
- Preparation Meetings: Meet a couple times virtually to coordinate catering and horse activities at 2 weeks and 4 weeks prior to the trainings, along with meeting the day before the training starts for a few hours

Private Trainings: We offer private trainings for organizations that are interested in having us come to them to train their staff, volunteers, board, and other affiliates. This is a lower cost approach for registration on a per person basis, along with avoiding travel expenses. With this option, we provide a fixed price estimate based on our trainer travel expenses. We will work with you and most of the Host Facility Requirements listed above are not required.

Illustrative example: If our total training cost is \$20,000 for 2 of our trainers to travel to your location to lead both our 4-day certification and 1-day mindfulness and you have 10 attendees, the price would be \$2,000 per person. This is a significant savings on a per person basis for the training registration cost plus saving travel expenses.

I Don't Have a Facility and Horses: You'll need to find your own answer regarding the best time for you to attend our trainings. Here's some aspects to consider:

- Many that attend our trainings don't yet have their own facility and horses. The training provides a lot of information and insight for seeing possibilities and/or making decisions about facility requirements, location, horse selection, activity equipment, and a partner to co-facilitate client programs.
- Many people partner with an equestrian facility to host their EAL programs. During the training we can discuss aspects to consider. For our own trainings we work out of other equestrian centers, so we'll share our experience and the key points to do this successfully.
- It helps to be able to practice facilitation soon after the training, and you may be able to partner with another facility to do this in the meantime.
- If we're conducting a training that's close to you, likely you'll save on travel costs compared to traveling to another location in the future.

Equine Liability Insurance: We recommend Equirisk in Lexington, KY, because their strength and focus is serving the horse industry. Also, they understand Equine Assisted Learning and how to navigate these programs with insurers. To establish equine liability insurance, please contact our agent: Brook Marnitz at <https://www.equirisk.com/>.

Questions, Support, & Other Resources: We're guided by our vision for all equine programs to flourish so more people can learn and grow through incredibly moving experiences with horses. EAL Academy supports you by providing information that's specific to EAL, based on our 20+ years of providing EAL programs. With our certification training, we provide specific information about managing equine liability risk, marketing and pricing EAL programs, and a complete set of tools that take you from providing a



Frequently Asked Questions EAL Academy Trainings and Hosting EALAcademy.com

prospective client a sales proposal and all the way through the aspects of conducting an EAL program. "It's EAL business in a box."

Please utilize these resources to find the support you need to form and manage your EAL business: <https://ealacademy.com/resources>

About Us: Learn more about our founders, instructors, our experience, and values: <https://ealacademy.com/about-eal-academy>

Contact Us and our Contact Information: <https://ealacademy.com/contact-eal-academy>

Our Social Media: Join us online to talk about EAL facilitation, horse activities, business development, and other inspiration for this work with horses. Also, you'll find photos, videos, and training attendee feedback from some of our prior trainings.

- Facebook page: @EAL Academy - <http://www.Facebook.com/EALAcademy>
- Facebook group: We welcome posts to share information and ask questions to get input from others in this field @EAL Academy Sharing - <https://www.facebook.com/groups/EquineAssistedLearning/>
- Instagram: @ealacademyllc - <https://www.instagram.com/ealacademyllc/>
- YouTube: Square Purchases: <https://ealacademy.square.site/>
- LinkedIn: <https://www.linkedin.com/company/ealacademy>

Sign-up for our Newsletter: <https://tinyurl.com/EALAcademyUpdates>