

Hosting a *Ranching for Profit* Workshop Guidelines, Recommendations and Agreements

Hosting a *Ranching for Profit Workshop* provides a valuable service to your members and clients. For many, a workshop is the first step toward building a more successful, sustainable business.

For over 30 years the *Ranching for Profit School* has helped thousands of ranchers on four continents increase profit and improve their land. *Ranching for Profit Workshops* bring bite size sections of the full school to local audiences.

At Ranch Management Consultants we tailor each workshop to meet the needs of the sponsoring group and the audience. Workshops range in length from 2-hours to two-full days depending on the topic(s). Whether the subject is economics, ecology, grazing or building a more effective management team on the ranch or farm, RMC trainers deliver a dynamic program full of practical ideas that will leave the audience energized with new tools to improve their business.

A well-run workshop is a win-win-win situation. Participants win by learning practical tools and getting new ideas to improve their businesses. RMC wins by generating interest in the full *Ranching for Profit School*. The host wins by providing a stimulating and useful program that offers real value to their clients.

Guidelines and Recommendations:

Workshop hosts can be individuals, businesses, agencies, or organizations. The host generally:

- Secures the venue
- Publicizes the seminar
- Registers participants
- Collects any registration fee that might be charged
- Provides meals or refreshments
- Provides payment to RMC

The Venue:

The optimum audience is 25 or more. The venue should be conveniently located and have the capacity to comfortably seat the participants. A variety of seating arrangements work well for our programs. A diagram showing preferred seating arrangements is included in this packet.

Equipment:

The host is responsible for securing the equipment needed for conducting a workshop. Equipment includes:

- A table for supporting materials (handouts & information packets)
- A small table for a computer and projector
- An extension cord and power strip
- A Screen (a white wall, or flip chart pages taped to a wall may be acceptable)
- An easel with a flip chart.
- A wireless lavalier (lapel) microphone (if amplification is required).

The RMC instructor normally brings their own computer and projector and flip chart markers.

Publicity:

Hosts best know how to reach their desired clients. We have found that direct mailings, social media posts and phone calls to key clients are most effective.

RMC is happy to help spread the word through our networks as well. We ask that you send us your marketing materials to rmc@ranchmanagement.com preferably 60 days prior to the event so we can promote through our channels. If the workshop is private or only for select individuals, please let us know that as well so we know not to broadly distribute.

Timing:

Our experience has been that morning programs are more effective than afternoon or evening programs. A starting time of 9:00 or 10:00 a.m. gives ranchers a time to get chores done and still make it to the program. However, you know your local audience. If you believe an afternoon or evening program will be more convenient for your clients or members, schedule the program appropriately.

Workshop Costs:

Please contact us at rmc@ranchmanagement.com so we can understand your specific needs. The fee will depend upon duration of workshop, location, travel arrangements, time of year, expected attendance and other factors. Typically, we price workshops as a flat fee that includes our instructor travel as part of the flat fee. We typically ask hosts to provide lodging for our instructor as local hosts often know the better places to stay and often can include instructor lodging as part of the conference package. Multi-day workshops will be priced more competitive than single day workshops as we can dilute the travel expenses. Multi-session workshops where the same content is delivered at multiple locations during consecutive days also will receive a discount over a single event. Our preference is to deliver workshops to medium to large groups who are prospects for attending the full Ranching for Profit School.

Agreements for hosting a Ranching for Profit Workshop:

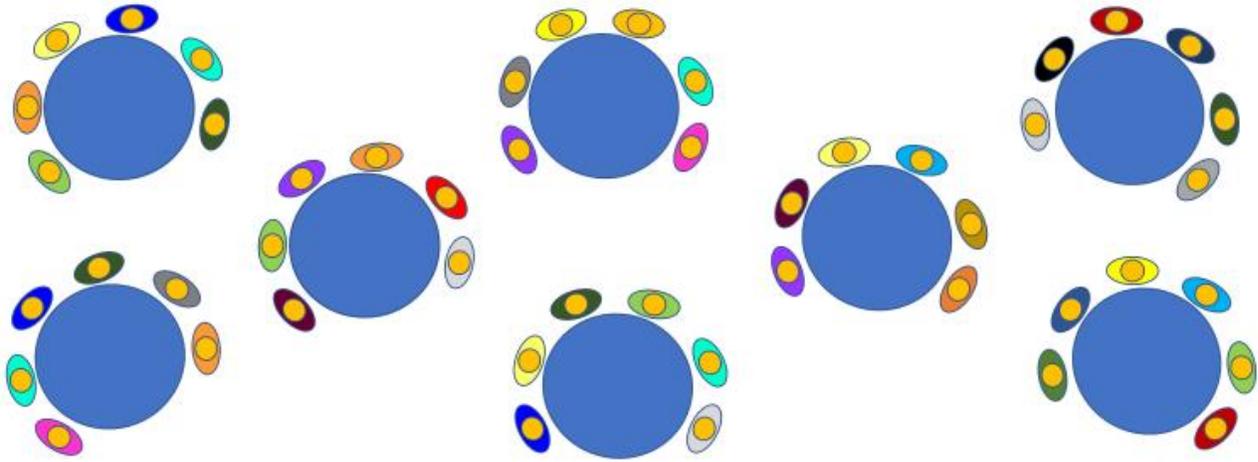
When hosting a workshop, the host agrees to the following:

The host agrees not refer to the workshop as a “Ranching for Profit School”, but rather as a “Ranching for Profit Workshop”. The ‘School’ is a very specific 7-day program that we deliver. Parts of the workshop will draw from material taught at the school, but the workshop is not an RFP school.

Marketing content will not be written in a way that portrays the workshop as an alternative to attending the Ranching for Profit School.

The content delivered at the workshop will not be recorded and redistributed for free or for sale by the workshop host without the explicit written permission from Ranch Management Consultants.

Ideal RFP Workshop Configurations

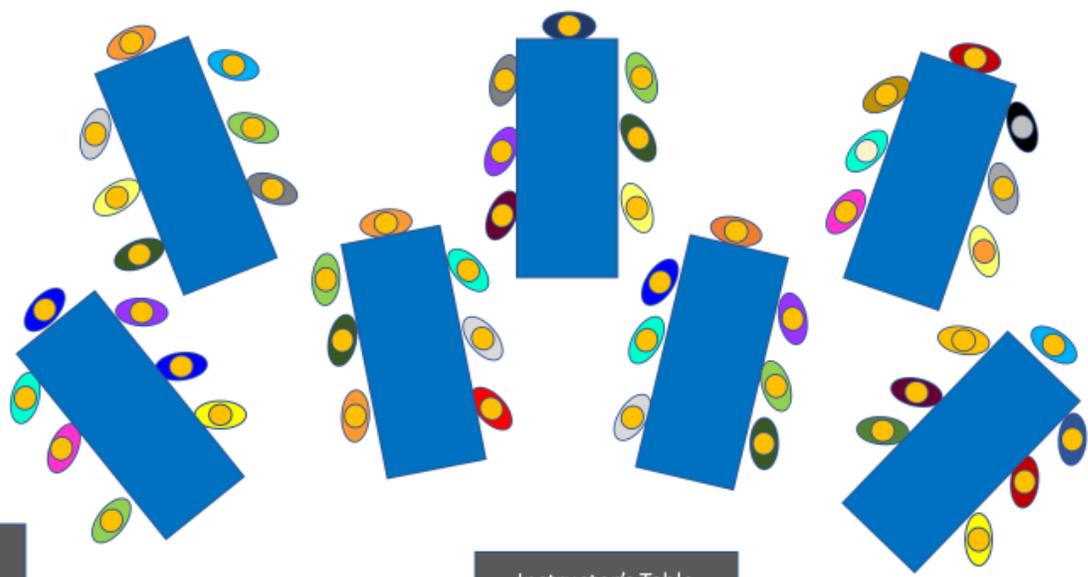


Instructor's Table
w/ Projector

Supply Table

Easel w/ Flip Chart

Screen



Instructor's Table
w/ Projector

Supply Table

Easel w/ Flip Chart

Screen

RMC Logos for flyers:



Instructor bios and headshots can be found here: <https://ranchmanagement.com/about-rmc/#about>