



- Preparing for Your Event
- Event Marketing & PR/Media
- Additional Club Resources
- Create a Canine Extravaganza!



Dog events take planning; there are a lot of moving parts.

Tip: It takes members; check out our membership growth ideas in the Additional Club Resources section.

Below is a brief outline of what is needed to get your club's event planning started. (Note: Individual sports have in-depth documents that detail holding those events, i.e. the [AKC SHOW MANUAL](#) covers holding a conformation event .)

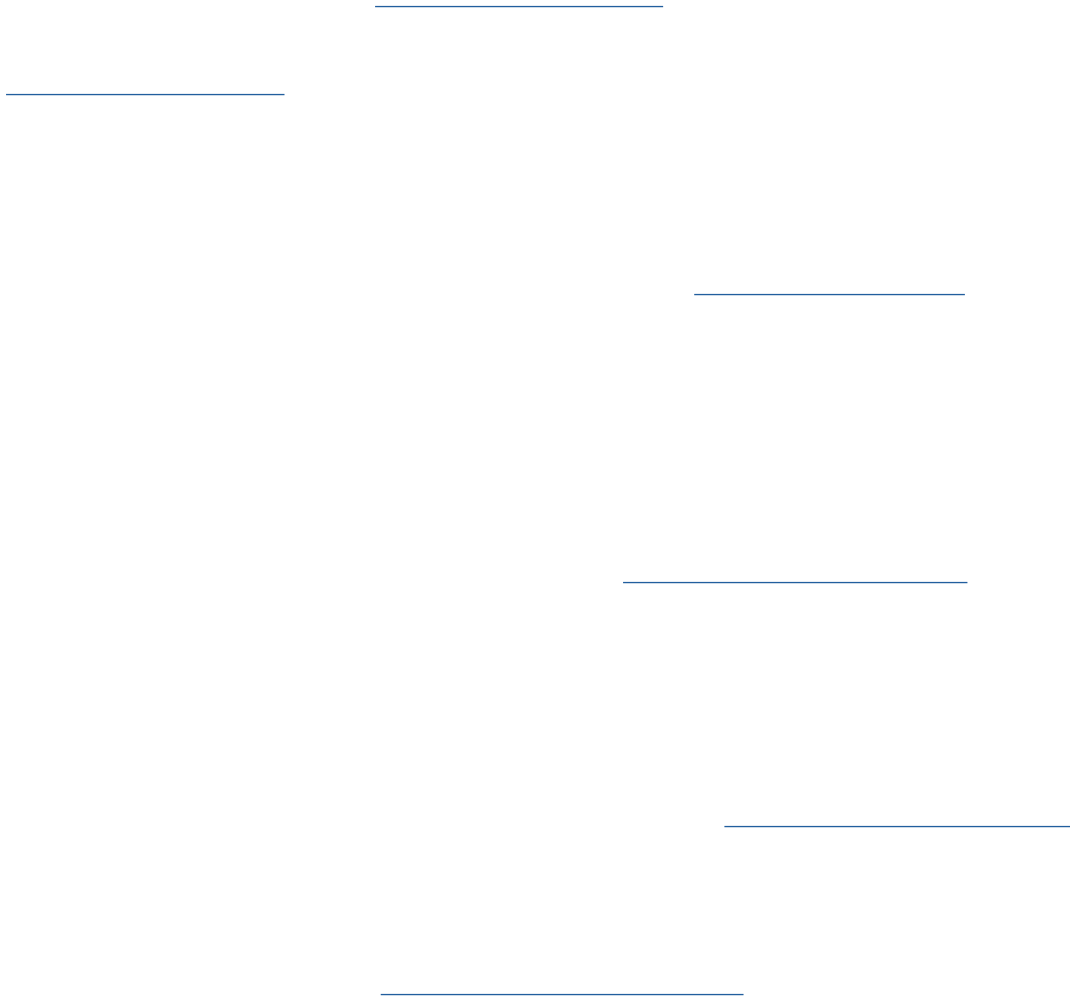
Event Planning Checklist:

1. **Event Manager** → Oversee all matters for the event
Visit AKC.org to get started: [A](#) / [A](#)
2. **Event Committee**: 5-member committee responsible for event hearings
3. **Event Budget** → With the club, determine event budget, and manage event funds based on that budget
4. **Event Location**



Tip: The AKC provides a site locator for specialty clubs. Parent clubs are asked to provide feedback when using a site for others to consider: [Locate a Site for your Specialty.](#)

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Over time, clubs may decline in membership. This will often inhibit a club's ability to hold an event or meet their own goals. The AKC is here to help your club if low membership is becoming a problem.

The AKC All-breed club Delegate committee has prepared a best practices document which can be useful to any club. All-breed, limited breed, specialty, companion sports and performance clubs can find tips to help them get their message out: [AKC](#).

Club Development specializes in helping clubs reach out to prospective members. If you are having a social outing (not a regular meeting) that is welcoming to new members, such as a Meet and Greet, let us help you reach AKC registrants in your area.

Looking for a low-cost way to prepare for your event? Holding a match 2 to 3 months before your event becomes a run-through and gets many of the key players engaged.

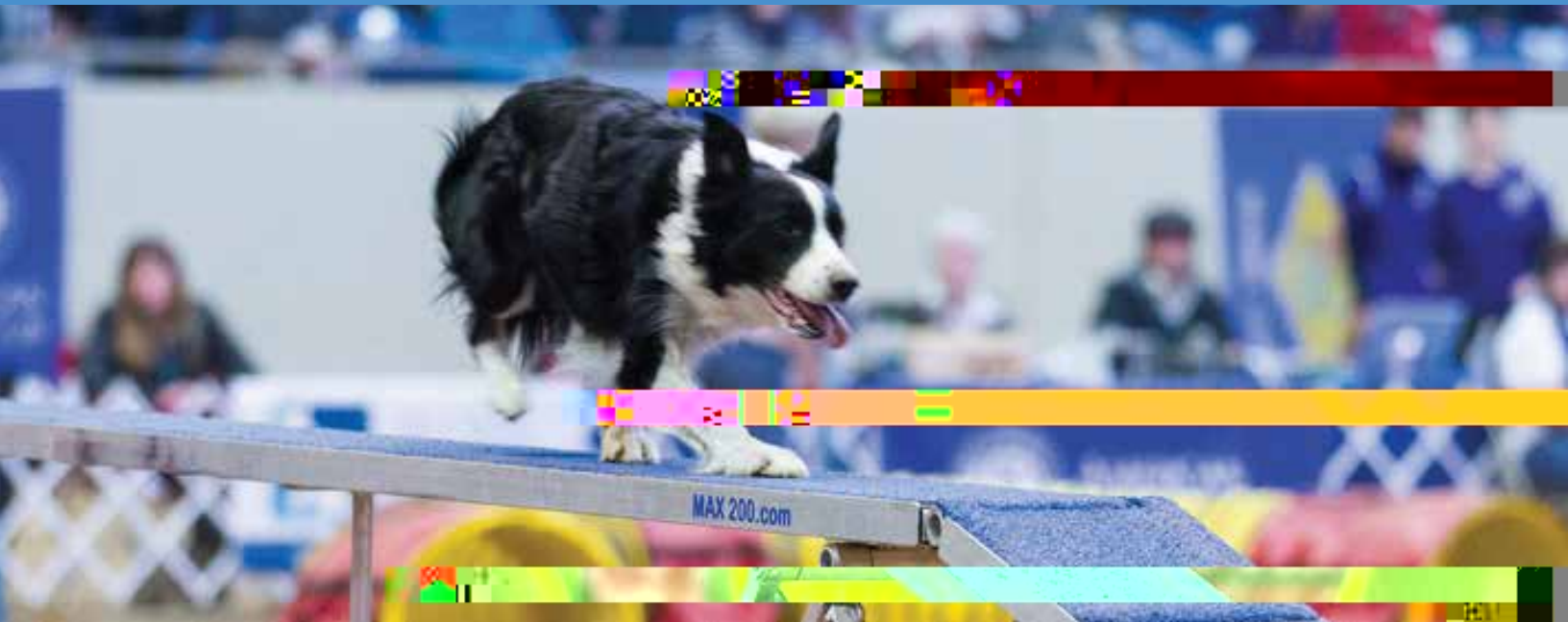
- It's an opportunity to meet many of the young dogs in your area, providing them with a pre-event practice.
- The AKC supports conformation B-matches through an email campaign to AKC dog owners in your area. Since January 2017 this campaign has resulted in close to 60% of the matches reporting an increase in entries! Matches also count towards the eligibility requirement to hold an AKC show.

Not sure how easy it is to hold a match, read our outline: [AKC](#).



There are many benefits to holding multiple AKC sports and attractions as part of a week-end of dog sports, from increasing entries to providing exhibitors with activities they may be interested in trying. Plus, spectators get to see the wide variety of things they can do with their dogs through an AKC club.

We've provided a brief overview of the many sports and attractions that AKC clubs may be able to hold. Whether held in conjunction with your club's primary event (e.g. conformation, agility, obedience) or held independently, or as a multi-event day, these activities are a great way to spend the day. Each has different rules, regulations, and requirements—please contact AKC@max200.com to answer any questions.



AKC Junior Showmanship

AKC Junior Showmanship – This attraction introduces conformation showmanship to children 5-9 years old who want to learn how to show dogs. This is not a competitive class, but rather a fun, learning experience for the child and the adult. This event is like a precursor to Junior Showmanship and is great for a family new to conformation.

AKC Puppy Show – This is a conformation show for puppies 4 to 6 months of age. It is intended to introduce new exhibitors and their puppies to dog shows in a stress-free and relaxed environment.

AKC Obedience

AKC Obedience – A companion sport where dog and handler teams demonstrate the dog's ability to follow specified routines guided by verbal instructions from the judge.

AKC Rally – A companion event where dog and handler teams navigate a course designed by the judge with exercise signs.

AKC Foundation Stock Service – Informal AKC-sanctioned event that gives Foundation Stock Service and Miscellaneous Class breed owners and their dogs a way to gain conformation ring experience.

AKC Matches – Matches are a great way to introduce new people and their dogs to AKC sports. Matches can be held for a variety of events, including conformation, agility, rally, obedience, tracking and scent work.

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EVENT			PEOPLE NEEDED	SPACE NEEDED	TIME	COST	REVENUE
4-6 Month Beginner Puppy	All	Moderate	2 to 4	Regular Show Ring	Minimal	\$	\$\$
Agility	All	Extensive	3 to 5	X square feet per dog	Moderate	\$\$	\$\$\$
AKC Scent Work	All	Moderate	3 to 6	Moderate	Moderate	\$	\$\$
AKC Temperment Test	All	Moderate	4	Regular Show Ring	Minimal	\$	\$\$
AKC Trick Dog	All	Moderate	2	Regular Show Ring	Minimal	\$	\$\$
Barn Hunt	All	Minimal	2 to 4	x square feet for the course	Moderate	\$\$	\$\$
Bred-By-Exhibitor Groups	All	Minimal	0 add'l for CONF pt show	Same rings as regular show	Extends judging	\$	\$
Canine Good Citizen	All	Moderate	4	Regular Show Ring	Minimal	\$	\$\$
Carting-Drafting Demos	All (Larger Working)	Minimal	2	Moderate	Moderate	\$	\$
CAT / Fast Cat	All	Moderate	2 to 4	Length of course plus runout	Moderate	\$	\$\$\$
Conformation Point Show	All	Extensive	6 to 10	X square feet per dog	Extensive	\$\$\$	\$\$\$
Disc Dog	All	Moderate	0	x square feet for the course	Moderate	\$	\$
Dock Diving	All	Minimal	0	x square feet for the pool	Minimal	\$	\$\$
Earthdog Tests	Most Terrier	Moderate	2 to 4	Enough space to run tests	Moderate	\$\$	\$\$
Education Seminars	All	Minimal	2 to 4	Separate room	Moderate	\$	\$\$
Farm Dog Certified Test	All	Moderate	2 to 4	Enough space to run tests	Moderate	\$\$	\$\$
Flyball	All	Minimal	2 to 4	Moderate	Moderate	\$	\$\$
Herding Tests	Herding	Moderate	2 to 4	Enough space to run tests	Moderate	\$\$	\$\$\$
Jr. Show Handlers Clinic	All	Minimal	run by handlers	2 regular show rings	Minimal	\$	\$
Lure Coursing	Sight Hounds	Moderate	2 to 4	Length of course plus runout	Moderate	\$	\$\$
Match (Fun, B, or A)	All	Moderate	3 to 6	At least one standard size ring	Moderate	\$	\$\$
NOHS	All	Moderate	0 add'l for CONF pt show	Same rings as regular show	Extends judging	\$	\$
Obedience	All	Moderate	3 to 5	At least one standard size ring	Moderate	\$\$	\$
Open Show FSS/Misc.	FSS/Misc.	Moderate	2 to 4	Regular Show Ring	Moderate	\$\$	\$\$
Pee-Wee Classes	All	Moderate	2 to 4	Regular Show Ring	Minimal	\$	\$
Puppy Groups	All	Minimal	0 add'l for CONF pt show	Same rings as regular show	Extends judging	\$	\$
AKC Rally®	All	Moderate	3 to 5	At least one standard size ring	Moderate	\$\$	\$\$