

Communications Team Annual Report - 2025

Presented by Communications and Web Chair Melissa Thomas

It is a pleasure to present the Communications Team's progress and achievements for the past year. Our focus has been on enhancing engagement, improving internal and external communications, and supporting the successful delivery of our annual programs.

This year's success was greatly supported by the continuous collaboration with my fellow chair members. They provided invaluable help and guidance throughout the year, especially as I tackled new responsibilities like website management and scoring. With their steady support, I was able to gradually take on more of the role's essential duties and expand my skillset.

Key Achievements and Core Activities

The Communications Team used many different ways to get the word out—like posters, social media and emails—and also helped make our events better and more creative.

1. Visual and Digital Content Creation

VP Judy Klassen and I significantly increased our visual output to promote events and initiatives:

- **Poster Design and Production:** A high volume of new, eye-catching posters were designed and distributed across all platforms to advertise events, resulting in increased visibility for all the shows.
- **Email:** We developed, wrote, and distributed targeted email communications to our membership, keeping them informed of upcoming events, results, and special announcements.
- **Website Maintenance:** The official website was diligently maintained, ensuring all information (schedules, results, news, and event details) was current, accurate, and easily accessible to the public and participants.
- **Social Media:** We maintained an active presence across our primary social media channels: sharing posters, updates, and event highlights.

2. Event Support and Enhancements

We played a supportive role in enhancing the event experience, focusing on innovation and community engagement.

- Five Successful Shows: The team actively promoted and supported our featured shows this year, each with its unique, creative branding:
 - The Rein or Shine Derby
 - Willville Pony Club Rally and ICE Derby
 - The Summer Strides Derby
 - The Fall Breeze Derby
 - The Boo In The Park Fun Show
- New Canteen Food Service Introduction: We successfully introduced and promoted the Canteen and popular BBQ events, significantly enhancing the participant and spectator experience and providing an additional point of engagement.

3. Professional Development

A key focus this year was on cross-training and skill expansion

- Show Scoring: I learned the fundamental skills required for scoring shows. Completed with valuable assistance by the MHT Secretary Kyla Mynski, and Past President Karla Iverson. As well as a special thanks to the MHT members who helped in the successful scoring of the shows.

4. The VP and I introduced the idea of using an electronic scoring platform to the board. We were offered a trial of the Compete Easy platform with limited success.

- The program looked nice and was easy to use to input dressage results.
- Had trouble with the logistics of XC/SJ entry, Compete Easy needed tablets to run the program, not phones or laptops.
- The availability of the presentation materials, service, and support was limited.

MHT is still looking into other electronic scoring platforms.

Summary and Outlook

Strong content, reliable platform maintenance, and hands-on event support through new skills defined our year. Next year, we plan to keep pushing forward, finding innovative ways to engage with our members and making our communication efforts even more efficient.