TABLE OF CONTENTS – Humans, Horses, and Events Management

Introduction: managing and experiencing an equestrian event.

Event communities.

FEIF, the International Federation of Icelandic Horse Associations.

The event community: the Icelandic Equestrian Association.

The star of the show: the Icelandic horse.

Strategic management of horse-related events: the case of the National Championships of the Icelandic horse (Landsmót) 1998-2008.

Events management and organization: the execution of Landsmót, Reykjavík 2018.

Segmentation, marketing, venue selection and competitiveness of events.

The visitor experience at a horse event.

Volunteering at Landsmót: gaining knowledge and experience.

Horse welfare at events.

Welfare assessment of Icelandic competition horses.

Identity construction in relation to niche events: images of Landsmót in social media.

Multispecies encounters in events.

Economic impact analysis of events: Landsmót 2016.

Community impacts of events: resident expectations and experiences.

Comparing Landsmót 2016 with other equestrian events: the case of the Alltech FEI World Equestrian Games™ 2014 in Normandy.

Landsmót: a short documentary.

Conclusions: planning, managing and experiencing equestrian events.