



Minutes for the Irish Horse Board Marketing Meeting

Thursday 5TH February 2026 at 11am
Location: HSI Office, Naas, Co. Kildare

Present: Sonja Egan (SE)
Jenny Gaffney (JG)
Alison Corbally (AC)
Nadia Rea (NR)
Robyn Gillespie (Minutes)

Meeting Opening: 11:06am

Introduction:

IHB and HSI to provide an overview of the 2026 plan, outlining key comparisons with 2025.

HSI Events and Updates 2026:

- Stallion Showcase
 - HSI has issued Expressions of Interest for the Stallion Showcase.
 - The Connemara pony breeders have shown interest.
 - HSI plans to retain the Showcase in Cavan, subject to sufficient interest.
 - Proposed date: Friday 27th March 2026, the final day of stallion inspections.
 - Final decision pending feedback received by HSI.
- Studbooks & Promotion
 - SE advised that stallion inspections are taking place one week later this year.
 - Other studbooks (including Cobs) to run as normal.
 - Photography is needed at cob inspections, to support the development of a digital cob stallion book. IHB could review support.
 - HSI are issuing monthly stallion overviews and provide increased exposure for breeders and stallion owners.
 - SE intends to preorder paper copies of the stallion book; costs will depend on demand. Pre-order will issue in March for provision in later April once updates with 2026 stallions, subject to demand on pre-order.
- Competitions & Series
 - Schemes and Studbook Series remain unchanged.
 - Rider feedback indicates a preference for more one-day events rather than primarily two-day events.
 - Development Series will include two eventing dates in March, following stakeholder requests.

- Lanaken and Le Lion will proceed as normal.
 - SE will circulate dates and schemes when they become available
- Education & Communications
 - A limited budget is available for an Education Initiative.
 - A HSI FAQ has been launched and will be promoted next week.
 - HSI has requested increased promotion of the Young Breeders Programme.

IHB Update:

- IHB aims to host additional Parades of different breeds in Ireland, commencing in April.
- Proposed attendance at:
 - Kentucky, Hickstead, Badminton, Burghley, Lanaken, and Le Lion.
 - All attendance subject to ETS funding approval.
- The Foal Championship was successful last year; continued collaboration was suggested for 2026.
- AC confirmed plans for IHB Studbook Receptions at the Dublin Horse Show.

Meeting closed: 11:22 hrs