





Introduction / Manifesto

The stage where the equestrian world meets its future.

Equus Talks is the first international forum dedicated to shaping the future of the equestrian industry.

More than an event, it is a movement: bringing together leaders, athletes, brands, and equestrian enthusiasts in some of Europe's most iconic cities.

Combining intellectual rigor, exclusive atmosphere, and premium hospitality, our mission is to offer a global platform that reflects the challenges, opportunities, and values shaping the equestrian world.



Concept & Differentiation

More than an event. A movement.

What is Equus Talks?

Equus Talks is a premium international forum that blends debate, networking, and exclusive experiences, offering the equestrian industry a stage that has never existed before.

Our DNA

- **Intellectual rigor** → curated debates with thought leaders.
- **Hospitality** → elegant venues, fine dining, and premium networking.
- **Exclusivity** → limited audience of decision-makers and influencers.
- **Global reach** → hosted in iconic European cities.



The Tour 2026

A European journey of ideas and influence.

Equus Talks is designed as a traveling forum, bringing together the equestrian community in Europe's most iconic cities. Each stop blends debate, networking, and premium hospitality - creating a unique stage where the industry meets its future.

Dublin — March 2026 IE

Royal Dublin Society / Dublin Castle

- Kick-off — Caballus HQ, racing & breeding tradition.

London — April 2026 GB

Banqueting House / Guildhall / Natural History Museum

- ESG, polo & investment hub.

Paris — May 2026 FR

Grand Palais Éphémère / Hôtel de Ville

- Luxury, fashion, culture & art.

Amsterdam — June 2026 NL

Koninklijk Theater Carré / Westergasfabriek

- Innovation, dressage & breeding.

Munich — September 2026 DE

Residenz München / Haus der Kunst

- Performance, science & excellence.

Porto — October 2026 PT

Palácio da Bolsa

- Iberian finale — Lusitano tradition & future of the industry.

Dates and venues are subject to confirmation.



Key Pillars of Debate

The conversations that move the equestrian world forward.



National Perspectives

Insights from national equestrian federations as they share visions, strategies, and challenges - from grassroots development to elite performance.



Logistics of Equestrian Events

Navigating the complexities of transporting horses for competitions and exhibitions. From international regulations to best practices, ensuring stress-free travel for athletes and grooms.



Climate Change & Equine Welfare

Addressing the critical impact of climate change on horses and management practices: from extreme weather to evolving welfare standards. Exploring innovative strategies to ensure equine health and resilience.



Testimony: Top Riders & Legends

Inspirational stories from Olympic champions, elite riders, and legendary trainers. Sharing journeys, triumphs, and the visions that continue to inspire future generations.



Breeding Case Studies & Best Practices

Industry insights into successful breeding programs: excellence in selection, foal management, and sustainability in a highly competitive market.



ESG & Women Leadership

Sustainability and diversity as key drivers of innovation. Highlighting women leaders who are reshaping governance, business, and the future of equestrian sport.



Audience

A global, influential and premium audience.

Equus Talks attracts a carefully curated audience — leaders, investors, athletes, brands, and enthusiasts who shape the future of the equestrian industry. Our focus is on creating value for participants and impact for sponsors.



Industry Leaders & Decision-Makers – executives, federation presidents, breeders.



Athletes & Trainers – Olympic riders, legends, and emerging talent.



Luxury Brands & Sponsors – companies at the intersection of sport, lifestyle, and innovation.



Investors & Entrepreneurs – seeking opportunities in equestrian and adjacent sectors.



Equestrian Enthusiasts – global, affluent, passionate about horses and culture.



Partnership Opportunities

Partnering with Equus Talks means shaping the future of the equestrian world.

Heritage Partner

Top-level visibility across all cities, premium hospitality access, speaking opportunities, and exclusive brand integrations.

Select Partner

Targeted visibility in selected venues and event materials, plus access to premium networking sessions.

Prestige Partner

Strong on-site and digital presence, hospitality privileges, and networking opportunities.

Circle Partner

Entry-level branding and association with the Equus Talks platform.



Media & Reach

Extending impact beyond the stage.

Equus Talks is not just an in-person experience. Through our digital platforms and media partnerships, we amplify every conversation, ensuring that the debates, insights, and brand stories reach a global equestrian community.

Website & Digital Platform

- equus.bio as the central hub for news, updates, and industry insights.
- Media kit downloads, event streaming, and highlights.

Social Media Presence

- Instagram: lifestyle + visual storytelling.
- LinkedIn: professional debates, industry insights.
- YouTube: highlights, interviews, keynotes.

Press & Editorial Partnerships

- Coverage in equestrian, lifestyle, and financial media.
- Special reports and collaborations with leading publishers.

Audience Metrics (to be confirmed post-event)

- Projected impressions, reach, digital engagement.
- Demographics: international, affluent, industry-focused.

Projected 2026 Reach

- +1M digital impressions across platforms
- +250K social media interactions (Instagram, LinkedIn, YouTube)
- +20 media features in equestrian, lifestyle, and business press
- 20K–40K video views (highlights & panels)
- +4,500 on-site participants across six cities



Next Steps

“Join us in shaping the future of the equestrian industry.”

Equus Talks is more than an event — it is a platform for thought leadership, global networking, and premium brand engagement. We invite our partners, sponsors, and media collaborators to take the next step with us as we build the stage the industry has been waiting for.

- **Partnership Opportunities**

Explore sponsorship tiers and tailor-made activations.

- **Speaking Engagements**

Nominate leaders, riders, and innovators to join our stage.

- **Media Collaborations**

Partner with us on coverage, special reports, and content features.

- **Get in Touch**

Contact us at partners.equustalks@caballusglobal.com or visit equus.bio to schedule a meeting.



Let's build the future of the equestrian world together.

Equus Talks is an invitation to join a movement that will redefine the equestrian industry. From partnerships and sponsorships to media collaborations and speaking opportunities, our team is here to shape this journey with you.

Contact Information



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