

The 17th EAHAE International Conference

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Conference Presentation

“Equicoaching and Marketing, a synergy serving the development of professional and managerial skills”

by Bernard Lamonnier, France

Bernard presents his equicoaching business and the strategies that enable him to stand out in the French equicoaching landscape.



Bernard Lamonnier

An engineer and marketer by training, Bernard Lamonnier has more than three decades of professional experience in fields as varied as robotics, aeronautics and telecommunications. His entrepreneurial adventure began in 2009 with the creation of an online sales activity for information products, where he perfected his skills in copywriting and SEO (Search engine optimization).

Driven by his passion for horses since his childhood, and fascinated by the transformational potential of horses, Bernard naturally turned towards equicoaching. He trained in various disciplines and, in particular, became a certified coach. Then he enriched his training by becoming a certified equicoach using the Eponaquest and EAHAÉ approaches.

Founder of Equicoaching Events, Bernard organizes tailor-made equicoaching seminars for companies, relying on a network of equicoaches in France. His approach combines solid expertise in digital marketing and equicoaching, ensuring optimal visibility of his activity and a remarkable impact on his clients.

During this conference, Bernard will share his journey and the strategies that allowed him to be recognized in the equicoaching sector in France.

Bernard can be contacted through

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The facility: www.paddocktrail-schkoelen.de



The hotel: www.atrium-hotel-amadeus.de/en/