**JOCKEY AMBASSADOR TRAINING APPLICATION**

The Jockey Training & Development Programme has introduced a new and exciting training opportunity for a select group of jockeys. Aimed at ‘**Optimising Professionalism and Enhancing Profile’**, the aim is to equip jockeys with a range of skills and information to enable them to enhance their profile, engage successfully with a range of media and maximise commercial opportunities. Racing will in turn benefit from confident and engaging athletes who can attract and inspire the next generation of fans and participants into the sport. [WATCH JUMP JOCKEY TRAINING VIDEO](https://youtu.be/hJa-Ek2fw_o?si=zJJ-zaLlffRr7Pnk)

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**APPLICATION PROCESS**

There are ten delegate places available on the two day programme and we would like to encourage a broad range of applications from a diverse cross section of jockeys. To take advantage of this exclusive opportunity, ***applications must be submitted by Monday 19th February.***

**DATES:** Monday 4th and Tuesday 5th March 2024

**VENUE: Monday – National Horseracing Museum, Tuesday – Jockey Club Rooms**

**APPROXIMATE TIMINGS:**

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| **DAY 1** | **DAY 2** |
| **Arrival, Tea & Coffee:** 8.30am  Introduction & Morning Session: 9am – 12.15pm **FAN ENGAGEMENT & SOCIAL MEDIA**  Lead Presenters: GBR – Welfare & Digital Leads  Matt Himsworth, B5 Consultancy  **Lunch:** 12.15pm – 1.00pm  Afternoon Session: 1pm – 4pm  **MEDIA PANEL & INTERVIEW WORKSHOP**  Rishi Persad, Sports presenter  Jonathan Harding, Racing Post  Ellie Kelly, Freelance Journalist  Adele Mulrennan, Racing Presenter  Dinner: Newmarket TBC | Arrival, Tea & Coffee: 9am    Morning Session 9.30am – 12pm  **INCLUSION & ALLYSHIP** **WORKSHOP**  Presenter: Chris Gibbons  **LEADERSHIP**  Presenter Paul Struthers, PJA  **Lunch:** 12pm – 1.00pm  Afternoon Session: 1pm – 4pm  **COMMERCIAL OPPORTUNITIES** Barry Orr, Betfair  Deji Akande, Gateway Sports  Special Guest: Olympic Athlete Asha Philip  Depart: 4.00pm |

**TOPICS & PESENTERS**

Each session will be tailored specifically for jockeys and will be run by sports leaders and industry experts and will combine presentations, Q&A and discussion panels, interactive workshops and skills sessions.

Delegates will hear from contributors both from within racing and the wider sporting landscape including media representatives Rishi Persad, Eleanor Kelly and Adele Mulrennan, Great British Racing, social media expert Matt Himsworth, Deji Akande Founder of sports and entertainment agency Gateway Sports and Olympic medallist Asha Philip.

**APPLICATION FORM**

**NAME:**

**DATE OF BIRTH:**

**ADDRESS:**

**TEL/EMAIL:**

**DATE FIRST LICENSED:**

**NO OF RIDES/WINNERS/BIGGEST WIN:**

**SOCIAL MEDIA CHANNELS:**

**AGENT:**

**EMPLOYER (Conditionals/Apprentices only):**

**JOCKEY COACH (If applicable):**

**REASONS FOR APPLYING: (200 words max)** Please explain what you hope to gain from this programme and why you think you would be a suitable jockey to attend. Please note we are looking for motivated and ambitious jockeys who have demonstrated riding talent but who also have a strong personality and positive attitude towards learning new skills, promoting themselves as an athlete and engaging with wider audiences.

**SIGNED:**

**EMAIL APPLICATIONS**

Please complete and return this form to [lisa@jets-uk.org](mailto:lisa@jets-uk.org) . If you would like advice or guidance in completing this application, please contact Lisa Delany, Phil Kinsella or one of the Regional Jockey Coaches.