



# BRITISH EQUESTRIAN TRADE ASSOCIATION

PRESIDENT: MRS JANE HOLDERNESS-RODDAM CBE LVO

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## BETA COURSES 2017

BETA is regarded as the primary source of training courses for those involved in the equestrian industry. Our courses are run for the trade, by those involved in the trade, specifically designed to suit the needs of the equestrian and country retailer in developing business and satisfying customer needs. **\*All prices are subject to VAT**

\*\*For more detailed information about each course please see the separate course flyers\*\*

COURSE TYPE AND DATES	BETA Members	Non-Members
<p><b>Introduction to Rules and Regulations Governing Feed Marketing in the UK</b></p> <p>The day is intended as an overview of the rules and regulations governing the marketing of equine feed products in the UK. It will cover both government and sporting regulatory bodies as well as enforcement agencies operating in the UK today. It is most suitable for those new to technical, sales and marketing roles as well as being of interest as a staff training tool for those needing to refresh their knowledge.</p> <p><b>5<sup>th</sup> October – Nr Lutterworth, Leicestershire</b></p>	<b>£120</b>	<b>£200</b>
<p><b>Lorinery Retailing</b></p> <p>This course aims to unlock the mystery surrounding bits and the biting of horses. With thorough coverage of a complex subject, the course introduces you to the principles of biting, how a horse's conformation influences the selection and how best to assist customers in their purchasing decision.</p> <p><b>3<sup>rd</sup> October - Lantra House, Stoneleigh Park, Warwickshire</b></p> <p>(BETA member companies are entitled to £35 subsidy from the Worshipful company of Loriners – available on first come, first served basis)</p>	<b>£70</b>	<b>£140</b>
<p><b>Introduction to Digital Marketing &amp; Social Media</b></p> <p>This day looks at digital marketing and how this fits into your wider strategic marketing plan and also covers social media.</p> <p><b>10<sup>th</sup> October – Citrus Hotel, Coventry</b></p> <p><b>Advanced Social Media Day Two</b></p> <p>This is an advanced social media day covering how to use social media marketing to increase your online traffic, build your business or develop your brand.</p> <p><b>11<sup>th</sup> October – Citrus Hotel, Coventry</b></p>	<b>£120 / day Discount available if both days booked</b>	<b>£180/day</b>

<p><b>Visual Merchandising and Store Layout</b></p> <p>This course explores the impact that display and presentation can have on sales and profits in-store. You will leave the course with an action plan and plenty of fresh ideas on how to improve the appearance of your shop.</p> <p><b>17<sup>th</sup> October – Weatherbeeta, Rushden, Northamptonshire</b></p>	<p><b>£80</b></p>	<p><b>£160</b></p>
<p><b>Basic social media course</b></p> <p>This day will cover the basics in social media for those who are looking to set up new platforms.</p> <p><b>21<sup>st</sup> November – Farmers Fayre, Stoneleigh Park</b></p>	<p><b>£120</b></p>	<p><b>£180</b></p>



## **BETA 2017 COURSE APPLICATION FORM**

Please book me on the \_\_\_\_\_ course on \_\_\_\_\_ 2017

Delegate 1: \_\_\_\_\_

Delegate 2: \_\_\_\_\_

Please book me on the \_\_\_\_\_ course on \_\_\_\_\_ 2017

Delegate 1: \_\_\_\_\_

Delegate 2: \_\_\_\_\_

Payment details for all delegates – Total excl. VAT £ .....

Vat @ 20% £ .....

**Total Payable to BETA £ .....**

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Post code: \_\_\_\_\_

Telephone No: \_\_\_\_\_ email: \_\_\_\_\_

I enclose a cheque for the above  OR, I wish to pay by credit/debit card as below\*\*.

Please charge my: Visa  Access  Switch  MasterCard

Card No: ..... Expiry Date: ..... Sec: .....

Name on Card: ..... Post code card is registered to: .....

Issue No: .....

**\*\*If you have any dietary requirements or special needs please inform us before the day\*\***

**CANCELLATION POLICY – any cancellation made less than 14 days before the course will not be refunded unless a replacement delegate is found.**

Please return to BETA, East Wing, Stockeld Park, Wetherby, LS22 4AW, fax 01937 582728 or email to [tinah@beta-int.com](mailto:tinah@beta-int.com)

**\*\* If you are sending card details please do not send via email, only send in the post or via fax. You can also call 01937 587062 to pay over the phone.**