



# BRITISH EQUESTRIAN TRADE ASSOCIATION

PRESIDENT: MRS JANE HOLDERNESS-RODDAM CBE LVO

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## BETA COURSES 2010

COURSE TITLE	BETA Members	SMS Members	Non-Members
<b>Introduction to the principles of Saddle Fitting</b> <b>Warwick College, Morton Morrell</b> Date: 29 <sup>th</sup> & 30 <sup>th</sup> March                      This needs to be booked through the SMS	£320 + vat	£285 + vat	£360 + vat
<b>Safety course for hat &amp; body protector fitting</b> <b>Bramham, Yorkshire</b> Date: 13 <sup>th</sup> April	£60 + vat	£80 + vat	£95 + vat
<b>Lorinery Retailing</b> <b>The Curragh, Ireland</b> Date: 26 <sup>th</sup> May	£60 + vat	£70 + vat	£90 + vat
<b>Safety course for hat &amp; body protector fitting</b> <b>The Curragh, Ireland</b> Date: 27 <sup>th</sup> May	£60 + vat	£80 + vat	£95 + vat
<b>Safety Course for hat &amp; body protector fitting</b> <b>NAFBAE, Stoneleigh Park</b> Date: 8 <sup>th</sup> June	£60 + vat	£80 + vat	£95 + vat
<b>Safety Course for hat &amp; body protector fitting</b> <b>Hertfordshire</b> Date: 14 <sup>th</sup> September	£60 + vat	£80 + vat	£95 + vat
<b>Lorinery Retailing</b> <b>Failand, Bristol</b> Date: 19 <sup>th</sup> October	£60 + vat	£70 + vat	£90 + vat

## **BETA TRAINING THE TRADE**

BETA is regarded by retailers 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. Courses are open to the whole trade although BETA members will receive substantial discounts where charges apply.

### **TRAINING COURSE OVERVIEW**

**SAFETY COURSE** – Attendees will obtain hands-on tuition in hat and body protector fitting together with extensive background on human physiology and principles of safety equipment. Full details will be given on the different standards used in manufacturing, together with coverage of what the riding disciplines will accept for participants.

**LORINERY RETAILING** – This course aims to unlock the mystery surrounding bits and the biting of horses, together with the other metalwork used on the horse. With a thorough coverage of a complex subject, this one day 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.

### ***EFFECTIVE VISUAL MERCHANDISING - HOW YOUR SHOP DISPLAYS CAN HELP TO SELL STOCK***

– Methods of display and presentation can have an enormous impact upon the level of sales and profit. This 1 day workshop will help participants identify their store image and how to improve it. It will provide the tools to effectively merchandise products and re-examine store layout to facilitate impulse sales.

**INTRODUCTION TO THE PRINCIPLES OF SADDLE FITTING** – Run in conjunction with the Society of Master Saddlers this two day course provides a comprehensive introduction to the principles of saddle fitting, saddle construction, equine physiology and information recording together with hands-on experience in the fitting of different types of horses and ponies.

**SADDLERY RETAILING** – Selling saddles involves more than just fitting the saddle to the horse. Before this the retailer needs to understand the customer's needs and their expectations from the saddle to ensure the correct saddle is chosen in the first place. This course looks at these aspects and is intended for shop based staff who are often the liaison between saddle fitter and customer.



## **BETA 2010 COURSE APPLICATION FORM**

Please book me on the \_\_\_\_\_ course on \_\_\_\_\_ 2010

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

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

Please book me on the \_\_\_\_\_ course on \_\_\_\_\_ 2010

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

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

**All prices are subject to VAT @ 17.5%.**

I enclose a cheque, payable to "BETA" for £ .....inc VAT for the above course(s).

OR, I wish to pay by credit/debit card.

Please charge my Visa  Access  Switch  MasterCard

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

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

Issue No: .....

Delegates' Name(s): \_\_\_\_\_

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

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

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

Telephone No: \_\_\_\_\_ Fax No: \_\_\_\_\_

Are you a: BETA Member  SMS Member  (tick if appropriate)

**Please return to BETA, East Wing, Stockeld Park, Wetherby, LS22 4AW  
or fax to 01937 582728.**

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