



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>Rider Safety Equipment Fitting Course</p> <p>Attendees will obtain hands-on tuition in hat and body protector fitting together with standards updates, the manufacturing processes and how these relate to the human anatomy.</p> <p>15th March – Canalside, Bridgwater, Somerset</p> <p>23rd May – The Stables, Doncaster, South Yorkshire</p> <p>13th September – Kingswood Golf club, Tadworth, Surrey</p>	£75	£160
<p>City & Guilds Exam – Fitting Protective Rider Safety Equipment</p> <p>Open to BETA members only. Includes a refresher course in the morning, followed by a written exam and practical assessment in the afternoon. Contact the BETA office for a copy of the qualification handbook.</p> <p>16th March – Canalside, Bridgwater, Somerset</p> <p>24th May – The Stables, Doncaster, South Yorkshire</p> <p>14th September – Kingswood Golf club, Tadworth, Surrey</p>	<p>Exam only £150</p> <p>Exam with course £195</p>	N/A
<p>Introduction to Digital Marketing & Social Media</p> <p>This day looks at digital marketing and how this fits into your wider strategic marketing plan and also covers social media, teaching you how to get started and developing it further.</p> <p>25th April – Lantra House, Stoneleigh Park, Warwickshire</p> <p>Advanced Social Media</p> <p>Day Two 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>26th April – Lantra House, Stoneleigh Park, Warwickshire</p>	<p>£120 / day</p> <p>Discount available if both days booked</p>	£180 / day

<p>Visual Merchandising and Effective Store Layout</p> <p>The course aims to show how changes to your shop design and displays can help to increase sales. It looks at re-examining your shop's layout to facilitate better customer flow in store as well as increasing the likelihood of impulse sales.</p> <p>17th May – Weatherbeeta, Adderbury, Oxfordshire</p>	<p>£80</p>	<p>£160</p>
<p>Lorinery Retailing</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>13th June – Canalside, Bridgwater, Somerset</p> <p>3rd October - Lantra House, Stoneleigh Park, Warwickshire</p> <p>(BETA member companies are entitled to £35 subsidy from the Worshipful company of Loriners – available on first come, first served basis)</p>	<p>£70</p>	<p>£140</p>
<p>BETA NOPS Courses</p> <p>Technical Course 29th March – Lantra House, Stoneleigh Park This course covers the requirements of the scheme itself Inc. supplier risk assessment. It is intended for those either new to or intending to join the scheme, and could be of interest as staff training.</p> <p>General Intro Course 22nd June – Midlands Intended as an introduction to the NOPS scheme for marketing and non-technical staff. This will also cover information on claims and labelling. Also ideal for retailers of feed.</p>	<p>£120</p> <p>£120</p>	<p>£200</p> <p>£200</p>
<p>BETA Feed Conference</p> <p>Featuring a variety of speakers on topics relevant to feed and supplement manufactures and retailers. Topics featured incl. Legislation update, NOPS and a Laminitis research update.</p> <p>27th April – The Village, Solihull</p>	<p>TBC</p>	<p>TBC</p>
<p>Retail Customer Service and Sales Skills</p> <p>The day covers the essentials of selling in a retail environment, including opening and closing the sale, cross selling and dealing with complaints and returns.</p> <p>27th June – Canalside, Bridgwater, Somerset</p>	<p>£80</p>	<p>£150</p>
<p>Introduction to the Principles of Saddle Fitting</p> <p>Run in conjunction with the Society of Master Saddlers the course provides a comprehensive introduction to the principles of saddle fitting, saddle construction and equine physiology.</p> <p>11th & 12th April - Moulton College, Northamptonshire</p>	<p>£375 (2016 cost) Book direct with the SMS</p>	<p>N/A</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 laurac@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.**