



BRITISH EQUESTRIAN TRADE ASSOCIATION

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BETA COURSES 2018

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 information you may also wish to look at the Training the trade leaflet

COURSE TYPE AND DATES	BETA Members	Non-Member	SMS 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. (Can be used as CPD for qualified fitters to gain 20 points)</p> <p>20th February – Pillo Hotel Ashbourne, Co. Meath, Ireland.</p> <p>10th April – North M25 area</p> <p>19th June – Aberdeenshire, Scotland</p> <p>11th September – Cardiff area, Wales</p>	£75	£160	£125
<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>11th April – North M25 area</p> <p>20th June – Aberdeenshire, Scotland</p> <p>12th September – Cardiff area, Wales</p>	Exam only £150 Exam with course £195	N/A	N/A
<p>Introduction to Rules and Regulations Governing Feed Marketing in the UK</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>26th April – Bridge Hotel, Wetherby, Yorkshire</p> <p>9th October – Pillo Hotel Ashbourne, Co. Meath, Ireland.</p>	£120	£200	£150

<p>NOPS Technical Course</p> <p>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>10th May – The Crown Hotel, Bawtry, Doncaster, Yorkshire 2nd October – Oaksey House, Lambourn, Berkshire 10th October – Pillo Hotel Ashbourne, Co. Meath, Ireland.</p>	<p>£120</p>	<p>£200</p>	<p>£150</p>
<p>Lorinery for in-store retail advisors (horse bits & biting)</p> <p>This course aims to provide tuition to equip saddlers, retailers and other equestrian professionals with the information required to give sound guidance for and aid sales of horse bits and bridling. With thorough coverage of this complex subject, the course includes; the principles of biting, how horse's conformation influences selection, bits designs and the materials used plus how best to assist horse owners with appropriate purchasing decisions.</p> <p>24th April – Cardiff area, Wales 18th July – The Castle Inn, Spofforth, nr Wetherby, Yorkshire 10th October – Aberdeenshire, Scotland</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>£100</p>
<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.</p> <p>17th April – Scotch Corner, Yorkshire 17th October – North M25 area</p> <p>Advanced Social Media Day Two</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>18th April – Scotch Corner, Yorkshire 18th October – North M25 area</p>	<p>£120 / day Discount available if both days booked</p> <p>(These courses must be booked at least one month in advance otherwise they will be cancelled)</p>	<p>£180/day</p>	<p>£150/day</p>
<p>Visual Merchandising and Store Layout</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>30th May – North M25 area 11th July – Stonehaven, Scotland 25th September - Lancashire</p>	<p>£80</p>	<p>£160</p>	<p>£120</p>

<p>Retail Customer Service & 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>7th March – The Redgarth, Oldmeldrum, Aberdeenshire 22nd May – Lantra House, Stoneleigh Park, Warwickshire</p>	<p>£80</p>	<p>£150</p>	<p>£120</p>
<p>Emergency first aid for equestrian businesses</p> <p>Medi-K in collaboration with BETA are offering equestrian specific first aid courses to equestrian related businesses. This course meets HSE requirements for workplace first aid provisions with the qualification lasting 3 years. Maximum 12 delegates per course.</p> <p>20th March – The Castle Inn, Spofforth, nr Wetherby, Yorkshire 4th July – Lantra House, Stoneleigh Park, Warwickshire 10th October – The Canalside, Bridgwater, Somerset</p>	<p>£45</p>	<p>£80</p>	<p>£60</p>
<p>Business update course</p> <p>A half day briefing and networking opportunity kindly supported by Croner, providers of the BETA Business Advice Helpline. It covers GDPR and what it means for businesses, employment law update, social media management for staff and more.</p> <p>21st March – College Court Conference Centre, Leicester 27th March – Wood Hall Hotel, Linton, nr Wetherby 17th April – Doubletree by Hilton, Bristol</p>	<p>£Free</p>	<p>£45</p>	<p>£20</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>Provisional date of 27th June - Midlands</p>	<p>£95</p>	<p>£140</p>	<p>£115</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>30th & 31st May - Moulton College, Northamptonshire Autumn w/c 22nd October - Moulton College, Northamptonshire</p>	<p>£385 + VAT (2017 price)</p> <p>(Book direct with SMS)</p>	<p>£405 + VAT (2017 price -other equestrian professionals)</p> <p>(Book direct with SMS)</p>	<p>£350 + VAT (2017 price)</p> <p>(Book direct with SMS)</p>
<p>BETA AGM and Annual Conference</p> <p>29th October – Midlands (Dbl/twin rooms also available)</p>	<p>DDR £45 + VAT 24hr £105 + VAT (sgl)</p>	<p>DDR £75 + VAT 24hr £140 + VAT (sgl)</p>	<p>DDR £60 + VAT 24hr £130 + VAT (sgl)</p>



BETA 2018 COURSE APPLICATION FORM

Please book me on the _____ course on _____ 2018

Delegate 1: _____

Delegate 2: _____

Please book me on the _____ course on _____ 2018

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 philippam@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.**