



# BRITISH EQUESTRIAN TRADE ASSOCIATION

PRESIDENT: MRS JANE HOLDERNESS-RODDAM CBE LVO

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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><b>Rider Safety Equipment Fitting Course</b></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><b>20<sup>th</sup> February – Pillo Hotel Ashborne, Co. Meath, Ireland.</b></p> <p><b>10<sup>th</sup> April – North M25 area</b></p> <p><b>19<sup>th</sup> June – Aberdeenshire, Scotland</b></p> <p><b>11<sup>th</sup> September – Cardiff area, Wales</b></p>	<b>£75</b>	<b>£160</b>	<b>£125</b>
<p><b>City &amp; Guilds Exam – Fitting Protective Rider Safety Equipment</b></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><b>11<sup>th</sup> April – North M25 area</b></p> <p><b>20<sup>th</sup> June – Aberdeenshire, Scotland</b></p> <p><b>12<sup>th</sup> September – Cardiff area, Wales</b></p>	<b>Exam only £150 Exam with course £195</b>	<b>N/A</b>	<b>N/A</b>
<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>26<sup>th</sup> April – Wetherby, Yorkshire</b></p> <p><b>9<sup>th</sup> October – Dublin, Ireland</b></p>	<b>£120</b>	<b>£200</b>	<b>£150</b>

<p><b>NOPS Technical Course</b></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><b>10<sup>th</sup> May – Doncaster, Yorkshire</b>  <b>2<sup>nd</sup> October – Lambourn, Berkshire</b>  <b>10<sup>th</sup> October – Dublin, Ireland</b></p>	<p><b>£120</b></p>	<p><b>£200</b></p>	<p><b>£150</b></p>
<p><b>Lorinery for in-store retail advisors (horse bits &amp; biting)</b></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><b>24<sup>th</sup> April – Cardiff area, Wales</b>  <b>18<sup>th</sup> July – Harrogate, Yorkshire</b>  <b>10<sup>th</sup> October – Aberdeenshire, Scotland</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>	<p><b>£70</b></p>	<p><b>£140</b></p>	<p><b>£100</b></p>
<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>17<sup>th</sup> April – Scotch Corner, Yorkshire</b>  <b>17<sup>th</sup> October – North M25 area</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>18<sup>th</sup> April – Scotch Corner, Yorkshire</b>  <b>18<sup>th</sup> October – North M25 area</b></p>	<p><b>£120 / day</b>  <b>Discount available if both days booked</b></p> <p>(These courses must be booked at least one month in advance otherwise they will be cancelled)</p>	<p><b>£180/day</b></p>	<p><b>£150/day</b></p>
<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>30<sup>th</sup> May – North M25 area</b>  <b>11<sup>th</sup> July – Stonehaven, Scotland</b>  <b>25<sup>th</sup> September - Lancashire</b></p>	<p><b>£80</b></p>	<p><b>£160</b></p>	<p><b>£120</b></p>

<p><b>Retail Customer Service &amp; Sales Skills</b></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><b>7<sup>th</sup> March – Stonehaven, Scotland</b></p> <p><b>22<sup>nd</sup> May – Stoneleigh, Warwickshire</b></p>	<p><b>£80</b></p>	<p><b>£150</b></p>	<p><b>£120</b></p>
<p><b>Emergency first aid for equestrian businesses</b></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><b>20<sup>th</sup> March – Wetherby, Yorkshire</b></p> <p><b>4<sup>th</sup> July – Stoneleigh Park, Warwickshire</b></p> <p><b>10<sup>th</sup> October – Bridgwater area, Somerset</b></p>	<p><b>£45</b></p>	<p><b>£80</b></p>	<p><b>£60</b></p>
<p><b>Business update course</b></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><b>21<sup>st</sup> March – Midlands</b></p> <p><b>27<sup>th</sup> March – Yorkshire</b></p> <p><b>17<sup>th</sup> April – South West (Bristol area)</b></p>	<p><b>£Free</b></p>	<p><b>£45</b></p>	<p><b>£20</b></p>
<p><b>BETA Feed Conference</b></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><b>Week commencing 25<sup>th</sup> June - Midlands</b></p>	<p><b>£95</b></p>	<p><b>£140</b></p>	<p><b>£115</b></p>
<p><b>Introduction to the Principles of Saddle Fitting</b></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><b>30<sup>th</sup> &amp; 31<sup>st</sup> May - Moulton College, Northamptonshire</b></p> <p><b>Autumn w/c 22<sup>nd</sup> October - Moulton College, Northamptonshire</b></p>	<p><b>£385 + VAT</b> (2017 price)</p> <p>(Book direct with SMS)</p>	<p><b>£405 + VAT</b> (2017 price -other equestrian professionals)</p> <p>(Book direct with SMS)</p>	<p><b>£350 + VAT</b> (2017 price)</p> <p>(Book direct with SMS)</p>
<p><b>BETA AGM and Annual Conference</b></p> <p><b>29<sup>th</sup> October – Midlands</b></p> <p>(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 [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.**