



the Trade



Training



Continuing Professional Development

BETA offers a range of CPD courses covering different specialities, some of these include:

CPD for Suitably Qualified Persons

These courses are held every two years in line with the AMTRA points system. The general CPD course offers updates on equine and companion animal related topics including the compulsory module on legislation and responsibilities of the SQP. Delegates attending the entire day will gain 50 points. The Avian course can also be attended to gain CPD points with 41 points on offer.

CPD for Saddle Fitters

This course offers a range of training and update days for qualified saddle fitters, as well as those still in training. All courses will be accredited for Society of Master Saddlers (SMS) points.

For further information on all our courses, please contact the BETA office. Course booking forms, including dates, can also be found on the BETA website, along with case studies from previous course delegates.



Our mission statement:
'To work to support our members in their efforts to achieve the highest levels of repute, knowledge and profitability'

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Rider Safety Equipment Fitting

The one-day course is designed to give delegates hands-on tuition in hat and body protector fitting. It also includes an update on standards and background information on the manufacturing processes and how they relate to the human anatomy. Retailing and sales tips are provided during the day and all delegates receive a certificate of attendance on completion if they are able demonstrate their ability to fit both garments.

Lorinery Retailing

This course introduces you to the principles of biting and includes the way in which a horse's conformation influences the selection of a bit. It also highlights the best way to assist your customers with their purchasing decisions. An equine skull – with teeth – is studied to highlight the importance of routine checks to a horse's mouth. The consequences that different breeds' mouths have on bit selection are also covered.

Course to Qualify to Sell Animal Medicines

BETA offers a two-day course mirroring information included in the exam modules and featuring a series of practice and revision questions. Day 1 covers the base module, with Day 2 looking at equine and companion animal modules. Delegates must enrol with the Animal Medicines Training Regulatory Authority (AMTRA) before taking part in the course. This also covers the cost of sitting the relevant exam, which usually follows two weeks after the second course day. An Avian one-day training course is offered for those wishing to qualify as an A-SQP.

Visual Merchandising & Effective Store Layout

This one-day course explores the impact that display and presentation can have on sales and profits in-store. Delegates are asked to bring photos and floor plans of their stores so that they can be discussed and new ideas suggested. You will leave the course with an action plan and plenty of fresh ideas on how to improve the appearance of your shop.

Retail Customer Service & Sales Skills

This training day looks at the essentials of selling in a retail environment and includes opening and closing a sale, cross-selling and dealing with complaints and returns. It is a practical and hands-on course with plenty of opportunities for delegate discussion.

Digital Marketing & Social Media

This two-day course provides an informative look at these two popular mediums. Day one explores the ways in which you can introduce and implement digital platforms in your marketing mix, while the second day embraces social media as a powerful and cost-effective way to promote and grow your business.



BETA Courses and Conferences

Improving knowledge, standards and professionalism

BETA is dedicated to improving knowledge, standards and professionalism within the trade. It organises a wide range of training courses covering a variety of topics at venues around the country. These include Rider Safety Equipment Fitting, Equine and Pet Health, Business Skills, Lorinery Retailing, Digital Marketing & Social Media and Saddle Fitting, which is booked through the Society of Master Saddlers.

Some of these courses are available to BETA members only, while others have no restriction. Certificates of attendance are awarded for most of the courses. These can be displayed in-store to promote your training to customers.

After taking part in a course, members will have their attendance listed on the BETA website next to their membership details. Consumers can then search to find their nearest members who have attended specific courses.

Merchandise to promote in-store expertise

Merchandise is available from the BETA office for you to promote your membership to customers. Most of it is free of charge and can be ordered from BETA's online shop, at www.beta-uk.org. Promotional material includes leaflets, window stickers and shelf wobblers.

Delegates attending the **Rider Safety Equipment Fitting** course receive a handy tape measure to assist with sales in-store, while a damaged half-hat, including an insert stating that the staff have trained to fit, can be bought at a reduced rate.



Delegates attending the **Lorinery Retailing** course are given an A3 lorinery board and biting and stirrups signs to take home.

You will be able to use knowledge gained from BETA training courses to connect with your local pony or riding clubs and branches of Riding for the Disabled, and organise Pony Club Achievement badge events in store.



Introduction to the Principles of Saddle Fitting

Run in conjunction with the Society of Master Saddlers, this two-day course provides a basic grounding in a wide variety of subjects required by the competent saddle fitter.

NOPS Technical

This training course is intended as an introduction to the BETA NOPS scheme. It looks at its background, the joining and registration process, and provides detailed coverage of the scheme's requirements, including a supplier risk assessment. The audit process is also covered, along with the audit method and how to respond to any non-conformances identified.

The course is aimed at those who are new to the scheme or plan to join it. It also proves useful as a staff training tool for companies that have already been audited or as a refresher for those returning to the scheme after a break.

Introduction to Rules and Regulations Governing Feed Marketing in the UK

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.

BETA Feed Conference

In addition to the above NOPS specific courses this annual event is open to all those working in the feed and supplements industry – including manufacturers, distributors, retailers, nutritionists and university lecturers. Here, selected specialists bring delegates up to date with current legislative issues, regulation compliance and the latest news from this sector.

BETA Conference

Members of the trade are invited to attend the annual BETA Conference, where industry experts speak on a wide range of topical issues affecting businesses today. The event is both informative and entertaining, and presents a perfect opportunity for networking.