



BRITISH EQUESTRIAN TRADE ASSOCIATION

PRESIDENT: MRS JANE HOLDERNESS-RODDAM CVO.CBE



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BETA COURSES – & 2025


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**

*******CLICK ON THE QR CODES FOR MORE INFORMATION AND BOOKING FORMS*******

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

COURSE TYPE AND DATES	BETA Members	Non-Member	SMS/BHS/RDA/ABRS
<p>NOPS Technical Course 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. 12th Feb 2025 (Zoom) or on demand (Equitoolz)</p> <p>https://bit.ly/3Trw2q3</p> 	£150	£240	
<p>Feed Marketing, Claims & Labelling in the UK Course. This training course is intended as an overview of the rules and regulations governing the marketing of equine feed products in the UK. It is being substantially revised. 9th April 2025 (Zoom) or on demand (Equitoolz)</p> <p>https://bit.ly/4gukZqk</p> 	£150	£240	
<p>Rider Safety Equipment Fitting Course</p> <p>Module 1 - This online course will cover the medical aspects, garment testing, construction and standards as well as the principles of fitting both riding hats and body protectors.</p> <p>Module 2 - This practical fitting workshop and assessment will be done remotely on a one to one basis on a date to suit, once module 1 has been completed. We will be in touch with candidates after module 1 has taken place, to arrange a date for this with you at a time of your choice.</p> <p>The BETA certificate of attendance will only be issued once a delegate has completed both modules</p> <p>Module 1 – 19th November 2024 and 19th March 2025 (zoom)</p>	£99	£190	£140

<p>(or on demand Equitoolz)</p> <p>Module 2 – to be confirmed once Module 1 is complete (zoom)</p> <p>Module 3-NEW- Rider Safety Equipment Qualification (Equitoolz)</p> <p>A written test to be completed after modules 1 and 2. A time is set and a link is sent to be completed within a defined period of time. Achieving a pass mark of 80% gains you the BETA qualification with the requirement for ongoing CPD.</p> <p>19th March bookings https://bit.ly/3XrhiJ3</p> 	<p>£50</p>	<p>£50</p>	<p>£50</p>
<p>Lorinery Retailing (horse bits & biting) 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. This is not a bit and bridle fitting course.</p> <p>12th March & 16th July 2025 (Zoom) or on demand</p> <p>(Equitoolz)</p> <p>https://bit.ly/3XMSIJI</p> 	<p>£90</p>	<p>£120</p>	<p>£99</p>
<p>Effective Store Layout and Visual Merchandising This short course will cover the basics of visual merchandising (the presentation of goods to promote sales), how it works, and what a difference good display of product can make.</p> <p>27th February 2025 (Zoom)</p> <p>20th August 2025 (Zoom) focused on seasonal merchandising (Halloween, Christmas, and more)</p> <p>https://bit.ly/3XqUn0B</p> 	<p>£80</p>	<p>£115</p>	<p>£99</p>
<p>BETA AGM & Business Conference</p> <p>24th February 2025 – Our annual 2025 AGM and Conference will be held at the Hilton East Midlands Airport Hotel.</p> <p>We will discuss changes to employment law in 2025, the political landscape, the impact of labour's changes, exports, and how AI can be used to save time and money in your business on a daily basis.</p> <p>We will also launch BETA guidance on the trade's ethical use of horses and horse imagery. For more details, including pricing, and to book your place at this unmissable networking opportunity to find out more and book https://bit.ly/4g0qzG6</p> 	<p>24 Hour rate - Overnight stay on 23rd including dinner, B&B and the conference on 24 February: Members: £200 + VAT pp, Non-Members: £240 + VAT. Please enquire for per person price if double occupancy.</p> <p>Day delegate rate: £70 + VAT pp for BETA members, £95 + VAT pp for Non-Members.£210 + VAT pp (please enquire for per person price if double occupancy).</p> <p>3 course dinner on 23rd Feb ONLY: Members £35 + VAT pp, Non-Members £45 +vat pp.</p>		

	<p>Virtual attendance - If you are unable to attend in person, you can attend the Conference via livestreaming tickets costing £60 + VAT per device/person.</p> <p>AGM attendance virtually will also be available through a separate link.</p>		
<p>BETA PR, Marketing and Social Media Courses We are launching a new series of our popular marketing course, led by BETA member and Brand strategist Rhea Freeman. Topics to be covered in the six-session series on supercharging your brand on a budget include:</p> <p>Using print media; Press releases – do they still matter and how to write one; Blogs, articles and website content; Newsletters – how to get started and why; Using AI to improve content marketing; Lives and podcasts- getting started... And much more. To find out more and book</p> <p>https://bit.ly/3V9xhv6</p> 	<p>All sessions are charged as follows and subject to VAT:</p> <p>BETA MEMBERS</p> <p>One session £50- BETA Members Three sessions £150 with 7% discount- £139.50</p> <p>Four sessions £200 with 10% discount- £180</p> <p>Five sessions £250 with 10% discount- £225</p> <p>Full series- £300 with 15% discount- £255 + a free 30mins 1-2-1 session with Rhea Freeman.</p> <p>SMS & BHS Members- are welcome to access all sessions at a flat rate of £60 per session. Non-members are welcome to access all sessions at a flat rate of £70 per session.</p>		
<p>BETA Feed & NOPS Conference 11th & 12th June 2025– further information to follow</p>	tbc	tbc	tbc
<p>BETA Lorinery Conference NEW!!! October 2025– further information to follow</p>	tbc	tbc	tbc

To book a place/s on a course please email tina@beta-uk.org for the booking link to the appropriate course.