



**BETA AGM &  
ANNUAL CONFERENCE**  
**Monday, 24 February 2025**  
**Hilton East Midlands Airport**

**9:00 Arrival & coffee**

**9:30 BETA AGM (members only)**

**10:15 Coffee Break**

**10:30 Welcome, introduction**

**Conference Chair**

**10:35 Changes on the horizon for HR in 2025**

**Gillian McAteer, The Citation Group**

**11:00 Social value in equestrian sport.  
Why is it important to know?**

**Professor Simon Shibli BSc, PhD, ACMA  
Sheffield Hallam University.**

**11:30 The Ethics of using Animals in sport**

**Professor Madeleine Campbell,  
Nottingham University.**

**12:00 Guidelines for the use of horses in  
imagery and product development.**

**Rhea Freeman PR, social media &  
marketing expert.**

**12:15 Discussion**

**12.30 Lunch**

**13:30 A Political Insight – now and the future**

**John Arnold, Political and Government  
Relations Adviser**

**14:00 GPSR and regulatory compliance in  
Europe: Threat or Opportunity?**

**Andrea Collins, Global Trade Dept.**

**14:30 AI Unboxed: Unlocking the potential of  
Artificial Intelligence in Your Business**

**Ian Rea, Lariot Europe Ltd**

**15:00 Unveiling the secrets of Greenwashing:  
How to avoid misleading on-pack claims.**

**Adam Kay, Tyler Packaging**

**15:30 Questions & Chairman's concluding remarks**