



**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
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