



BETA Member Newsletter Winter 2017-18

Keeping you in touch with the British Equestrian Trade Association and its work

BUMPER BUNDLE

WELCOME to the final BETA Newsletter of 2017, bringing you up to speed with the very latest trade association news and initiatives. You will also find enclosed our comprehensive listings of next year's shows and event guide, a full programme of BETA training courses, a reminder of all BETA Council and committee members, and our fabulous 2018 calendar featuring winning photographs from a competition we ran earlier in the year.

A winning outing to Your Horse Live

THIS year's BETA outing to Your Horse Live proved as busy and exciting as ever! We were back for a fourth year as sponsor of the main arena and took the opportunity to meet literally hundreds of happy horsey shoppers, spread the word about how the trade association and its members can help the consumer, highlight the benefits of shopping with a BETA retail member – and promote rider safety by offering free riding hat and body protector checks.

Many visitors were able to enjoy displays in the arena and some were lucky enough to win one of the super spot prizes supplied by BETA member companies. We also hosted the BETA Best Stand Awards, where the Equestrian & Saddlery category saw gold standards presented to NAF, WOW Saddles, Townfields Saddlers, Wintec Saddles and Feedmark, with silver presented to Equipe Saddles, Cavaletti Collection, Saracen Horse Feeds, Cheffings Equine and Dengie Horse Feeds.



NAF (top) is among the gold standard winners in the BETA Best Stand Awards' Equestrian & Saddlery category at Your Horse Live, while Dengie Horse Feeds takes silver. Pictures: Bob Hook



Conference delegates heard talks from speakers (left to right) Tom Connor, John Arnold, Leanne Silman, Tim Knight, Kirsty Kean, Phil Stratton and Harvey Smith. Picture: Bob Hook

BETA CONFERENCE IS A BIG HIT

The 2017 BETA Conference was described by many of the 100 delegates as the "best ever" – and scored a big hit with the media. Leading trade title *Equestrian Trade News* and *Horse & Hound* dedicated significant column inches to highlights from the event.

Held at the Woodland Grange Hotel, near Leamington Spa, Warwickshire, for the second year running, the conference featured plenty of networking opportunities and an exciting programme of presentations on the theme of "Making a Difference".

Speakers were Leanne Silman, head of account management at M&C Saatchi, who hailed the benefits of video and keeping things simple, visual merchandising expert Kirsty Kean, of Visual Thinking, inspiring with examples of global retail campaigns, and political commentator John Arnold, of Northern & Universal, giving a whistle-stop tour of Westminster and its leading politicians.

Canadian Paralympian Bert Sheffield provided a personal take on sponsorship, Tom Connor, of University College Dublin, reported on rider concussion studies conducted with the help of damaged riding hats provided by BETA as part of its Helmet Bounty Scheme, Harvey Smith, digital partnership manager at Chubb International, urged social media users to remain "human" and stop hashtagging like machines, and Phil Stratton, of SecureDesk, explained the general data protection regulations coming into effect next May.