

AHDA AMTRA



SQP CPD Events February–April 2012

AHDA & AMTRA REGIONAL SQP CPD

All SQPs must gain enough CPD points by 30 June 2013. But don't leave it until the last minute - take advantage now of the opportunity of valuable and interesting CPD provided by AMTRA and AHDA in 15 events around the UK. Even if you don't think you'll need these points, we still hope you'll join us.

At each venue there will be something rather different which we hope you will find useful – a two-hour afternoon session on customers and the "language of value and reassurance". That's followed by an hour on companion animal health. That afternoon session will be at all 15 venues; an evening session on farm livestock will be at the first 10 venues and the Northern Ireland event only. SQPs may attend either or both. See below for more details on both sessions.

The afternoon events will run from 1.30pm until 5.00pm, with registration and a hot buffet available from 12.45pm. The afternoon session is worth 16 CPD points.

The evening events will run from 5.30pm until 8.00pm, with registration from 5.00pm, followed by a hot buffet. The evening session is worth 20 CPD points.

AFTERNOON: language of value and reassurance

Part of your role is to present the very best solutions for customers. Sometimes this is straightforward and the customer leaves with what they asked for.

Sometimes what the customer asks for is NOT the best option or maybe they haven't thought about the longer term solutions. Either way, it's up to you to present the solutions in the right way using 'language of value and reassurance'.

Words are powerful. The use of a single word can provoke a positive or negative emotional response so your choice of words is key.

We'll look at the role YOU play in the 'buying decision' process and share ideas on best practice customer interaction skills.

We'll focus on:

- The 'buying decision' and how to help customers to consider different options.
- Identifying opportunities to help customers to solve problems now and in the future.
- Educating customers and helping them to stay open and interested.
- How to say 'no': avoiding words that don't work and using words that do.
- Presenting benefits, helping customers to understand value and reassuring them.

By developing these skills, the customer interactions you have will be even more productive, customer relationships will be stronger and business will grow.

AFTERNOON: companion animal health

Bayer Animal Health will bring a session on internal and external parasites in companion animals including rabbits, plus information about Advantage, their product new to the NFA-VPS sector in 2011.

EVENING: farm animal parasite control

The evening session will start with an update from a local vet on the latest SCOPS guidance on anthelmintic resistance. SCOPS is something we all hear about regularly, but are you sure you fully understand the latest advice and are using it in advising your farmers?

That will be followed by a Pfizer presentation on the use of multi-active wormers which are widely used in the southern hemisphere. Combinations of anthelmintics with a similar spectrum of activity and different mechanism of action and resistance can (1) enable the effective control of nematodes in the presence of resistance, and (2) slow the development of resistance to the component anthelmintic classes. The presentation will look at their potential for use in the UK.

LOCATIONS AND BOOKING

Afternoon & evening sessions:

Mon 13 February - Lifton, Devon
Tue 14 February - Midsomer Norton, Somerset
Wed 15 February - Ludlow, Shropshire
Thu 16 February - Kegworth, Derbyshire
Mon 27 February - Carmarthen
Tue 28 February - Marchweil, Wrexham
Wed 29 February - Redworth, Co Durham
Thu 1 March - Penrith, Cumbria
Tue 13 March - Stirling
Wed 14 March - Aberdeen
Wed 18 April - Cookstown, Co Tyrone

Afternoon sessions only:

Mon 26 March - Maidstone, Kent
Tue 27 March - Newbury, Berkshire
Wed 28 March - Cambridge
Thu 29 March - Huddersfield, West Yorkshire

To book, please return a booking form for each person. AMTRA is managing the administration, so all payments and booking forms should be sent to AMTRA, not AHDA.

If you work for an AHDA member, you may attend the first 10 events free of charge, otherwise it is £18 (£15+VAT) per person – the same fee regardless of whether you attend one session or both sessions. The remaining four events are £18 (£15+VAT) per person regardless of AHDA membership.

Confirmation of your place and details of the venue and how to get there will be sent on receipt of your application form and payment (where appropriate). Entry will only be for those who have booked in advance.

We advise you to book early as demand for places will be high. Application forms can be photocopied – one per person, with the SQP number essential for all SQPs.

AHDA & AMTRA REGIONAL SQP CPD 2012(Companion animal and farm animal)**One form per person (copies are OK). Capital letters and black ink, please.****Please Tick as appropriate**

DATE 2012	VENUE	Companion animal <u>1.30 – 4.45pm</u>		Farm animal <u>5.30 – 8.00pm</u>	
		Hot buffet	Attend	Attend	Hot Buffet
Mon 13 February	Lifton, Devon	FULL			
Tue 14 February	Midsomer Norton, Somerset				
Wed 15 February	Ludlow, Shropshire	FULL		FULL	
Thu 16 February	Kegworth, Derbyshire				
Mon 27 February	Carmarthen				
Tue 28 February	Marchweil, Wrexham				
Wed 29 February	Redworth, Co Durham	FULL			
Thu 1 March	Penrith, Cumbria			FULL	
Tue 13 March	Stirling				
Wed 14 March	Aberdeen				
Wed 18 April	Cookstown, Co Tyrone				

Name:		SQP NUM:
Company		
Company Address for receipted invoice		Postcode
Address for us to send your confirmation		Postcode
Signed		
AHDA Member?	YES (No payment required)	NO £18 inc. VAT payable per person (same price whether for 1 or 2 sessions)

Send form and payment to **AMTRA (not AHDA)**:
 Unit 1c, Woolpit Business Park, Woolpit, Bury St Edmunds IP30 9UP
 Fax 01359 242569 email info@amtra.org.uk

Please make any cheque payable to AMTRA, or if paying by credit/debit card (not AMEX or Diners) please provide this info:

Card num: _____ Start date: _____ Exp. date: _____ Issue no: _____
 Name on card: _____ CCV code*: _____ Postcode ♦: _____ House num ♦: _____

*last 3 digits on signature strip on back of card

♦ include postcode & house number that card is registered to

These details will be securely destroyed once your payment has been processed.

SQP CPD Events, March 2012 APPLICATION FORM**AMTRA EVENTS (Companion Animal)****One form per person (copies are OK). Capital letters and black ink, please.****Please Tick as appropriate**

DATE 2012	VENUE	Companion animal <u>1.30 – 4.45pm</u>	
		Hot buffet	Attend
Mon 26 March	Maidstone, Kent	FULL	
Tue 27 March	Newbury, Berkshire		
Wed 28 March	Cambridge	FULL	
Thu 29 March	Huddersfield, West Yorkshire		

Name:		SQP NUM:	
Company			
Company Address for receipted invoice		Postcode	
Address for us to send your confirmation		Postcode	
Signed			

Cost is £18 inc. VAT per person, regardless of AHDA membership.

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