Innovative, challenging and inspiring
Welcome

Our 2015 CPD courses were the best yet both in terms of feedback from delegates and numbers attending. We ask our attendees for detailed feedback on every course and also for ideas for new courses so that we can tailor content and courses to what you say you need.

With that in mind, here is our 2016 programme with something for every member of the practice team. We are repeating our most popular courses and adding some brand new ones with new speakers, including some from outside the veterinary profession.

We will run more courses this year with nurses in mind and offer BVNA members our usual member discount for those. We are also delighted to be partnering with AVSPNI for our first course in Northern Ireland in April.

Zoetis and Royal Canin will again be our headline sponsors. They will come together to run a new course focusing on the reception team and retailing. VBJ will be media partners.

We will broaden the scope of our Focus on Digital Technology in June to include Digital Marketing. Meanwhile Focus on HR in October will encompass all things ‘client care’ with a stream especially for reception staff. Zoetis will again be headline sponsors for the focus days.

This year many of our courses sold out so why not take advantage of our group discount offer or loyalty bonus by booking all your courses for the year in one go.

Catriona Curtis and Pauline Graham
CPD Leads, SPVS and VPMA
# 2016 Regional CPDs, sponsored by Zoetis

<table>
<thead>
<tr>
<th>Date</th>
<th>Course</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 February</td>
<td>Training the Veterinary Receptionist</td>
<td>Midlands</td>
</tr>
<tr>
<td>2 March</td>
<td>First and Last Impressions</td>
<td>Milton Keynes</td>
</tr>
<tr>
<td>15 March</td>
<td>Improving Your Bottom Line</td>
<td>Preston</td>
</tr>
<tr>
<td>16 March</td>
<td>Video-Making for Social Media</td>
<td>Newbury</td>
</tr>
<tr>
<td>20 April</td>
<td>Facebook Focus</td>
<td>Midlands</td>
</tr>
<tr>
<td>21 April</td>
<td>Multichannel Marketing</td>
<td>Midlands</td>
</tr>
<tr>
<td>28 April</td>
<td>Training the Veterinary Receptionist</td>
<td>Northern Ire.</td>
</tr>
<tr>
<td>16 May</td>
<td>Appraisals and Recruitment</td>
<td>Preston</td>
</tr>
<tr>
<td>17 May</td>
<td>Appraisals and Recruitment</td>
<td>Newbury</td>
</tr>
<tr>
<td>18 May</td>
<td>The Consulting Nurse</td>
<td>Scotland</td>
</tr>
<tr>
<td>8 June</td>
<td>Client Focused Marketing</td>
<td>Midlands</td>
</tr>
<tr>
<td>30 June</td>
<td>The Consulting Nurse</td>
<td>Milton Keynes</td>
</tr>
<tr>
<td>14 July</td>
<td>Managing Difficult Situations</td>
<td>Midlands</td>
</tr>
<tr>
<td>14 September</td>
<td>How to be a Fair, Reasonable &amp; Legal Boss</td>
<td>Scotland</td>
</tr>
<tr>
<td>29 September</td>
<td>Pricing Policy</td>
<td>Newbury</td>
</tr>
<tr>
<td>20 October</td>
<td>Moving Up</td>
<td>Preston</td>
</tr>
<tr>
<td>2 &amp; 3 November</td>
<td>Working Safely (2 day course with IOSH certification)</td>
<td>Midlands</td>
</tr>
</tbody>
</table>

**Focus Days sponsored by Zoetis**

<table>
<thead>
<tr>
<th>Date</th>
<th>Course</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 June</td>
<td>Focus on Technology and Marketing</td>
<td>Midlands</td>
</tr>
<tr>
<td>13 October</td>
<td>Focus on the Practice Team</td>
<td>Midlands</td>
</tr>
</tbody>
</table>

[www.spvs-vpma-events.co.uk](http://www.spvs-vpma-events.co.uk)
Veterinary receptionists are critical, not only to client satisfaction, but to achieving clinical resolution and optimising profit. Veterinary receptionists need a spectrum of skills, but all too often their training is ad hoc and ‘on the job’. Veterinary reception training can be one of the biggest challenges to running a practice but neglect it or get it wrong and it will have a knock on to the whole team resulting in inconsistent client experiences.

You will be shown how veterinary receptionists are pivotal in ensuring pets, owners, nurses and vets work together to achieve optimum clinical resolution. And how, by getting this right, they contribute to optimum financial resolution.

It goes without saying that happy, effective receptionists are also key to a positive and productive practice culture.

Who will benefit: Reception Managers, Practice managers, owners and head nurses. For maximum benefit, we recommend managers bring a key member of their reception team and to make this affordable, we will only charge half price for your second place.

‘Very engaging, relevant information... excellent presenter... funny, knowledgeable and professional!’

*MEMBER RATES OFFERED TO AVSPNI - applies to Northern Ireland venue only

---

Do you ever consciously try to view your reception area through the eyes of a client? Are you making the most of your retail space? Are the marketing messages in your waiting room loud and clear?

The reception area is the public face of your practice and it is where your client will form their first and last impressions and yet too often the day to day management and layout is left to untrained or overworked reception staff or nurses. This combined day from Zoetis and Royal Canin will ask some hard questions about what the reception area is actually for and share some financials, including benchmarking on, for instance, turnover per square foot. The presenters will share techniques from the retail sector such as ‘the five o’clock face up’. They will be joined by case studies from vet practices who are doing something a bit different with their front of house.

Who will benefit: Owners, practice managers, reception managers and anyone else with responsibility for front of house or retailing in their practice.

www.spvs-vpma-events.co.uk
IMPROVING YOUR BOTTOM LINE
15 March, Preston (10:00-16:30)
Mark Beaney, Hazlewoods & Andrew Curwen, XL Vets

Is your practice as profitable as it could be? And have you identified and prioritised those simple things that could improve your bottom line? This course will allow you to compare turnover per vet, spend per client etc with national trends and take away simple, practical ways to reduce costs and increase profit.

Mark Beaney from Veterinary Accountants, Hazlewoods will draw on figures from some of the country’s leading practices to help you benchmark your performance. He will demonstrate how he has worked with practice owners to help drive management decisions to maximise profits and cash flow.

He will be joined by Andrew Curwen, who has worked in practice, in industry and now, as Chief Executive of XL Vets, is responsible for helping their practices increase business efficiency through providing excellent client service and effective practice communication and training. He will help you identify the practical and people blocks to turning theory into practice.

Who will benefit: Practice owners, partners and managers with an active role in managing practice turnover and driving profitability.

VIDEO MAKING FOR SOCIAL MEDIA
16 March, Newbury (10:00 - 16:30)
Martin Ison, Micomms

Online is all about video these days. The best practice websites have videos of their clients’ cutest pets, or short information films from their own vets and nurses on everything from giving a cat a pill to socialising a puppy.

With today’s better smart phones capable of taking professional-looking videos, and basic editing software available to download for free, the tools to do this are just a click away. Of course, there’s more to making an effective video than just pointing and shooting and we can’t turn you into Scorcese in a day – but we can show you some useful tricks of the trade.

This day-long workshop with practical hands-on exercises will cover script-writing, doing voice-overs, editing and mixing soundtracks, filming a live interview and editing – with hands-on one-to-one personal tuition as the day progresses.

Who will benefit: Anyone with responsibility for the practice website or a personal interest in learning new digital skills.

‘Engaging, relevant information with lots of hints and advice to take back to practice.’
Every practice needs a Facebook page in order to attract new clients and bond with existing ones. It is the human face of your practice where you can exchange photographs and tips and keep your followers up to date with practice news. But a Facebook page can be time consuming and possibly even a distraction from other important marketing and management tasks. In addition the rules and the technology change all the time and it can be hard to keep up.

This one day course will help you take a fresh look at your social media, how to manage it day to day and how to ensure it is effective and constantly refreshed without taking over your life. Susie will consider such things as pinning, tabs and highlighting. She will also explain Facebook’s charging policy and how to ensure you don’t accidently end up with your pages being blocked. It will cover how to deal effectively with negative comments and guard your online reputation. Finally, it will consider the key elements of a staff social media policy to ensure that members of the team understand the impact of what they may or may not be posting on their own social media sites.

**Who will benefit:** Anyone responsible for their practice Facebook page who wants to step back and rethink their approach or move it to a new level.

Website, Facebook, twitter, Instagram, and good ‘old fashioned’ email..... do you use them all and do you know which are working for you the best? In this brand new one day course, Susie considers how to plan an effective multi-channel marketing strategy and plan. She will talk about the importance of content and how to ensure your message is consistent and easily accessible across all channels.

Is your website mobile friendly? Do your emails get the response you want? Have your whole team bought into your message and your brand? And is all of this taking up way more time that it should! Susie will share the latest ways to use the same content easily and efficiently across multi channels without losing spontaneity or the personal touch. Perhaps most importantly, she will show you how to measure what you are doing so that you can decide where to prioritise effort and evaluate new campaigns.

**Who will benefit:** Anyone with responsibility for marketing or social media within their practice.
APPRAISALS AND RECRUITMENT
17th May, Preston (10:00-16:30)
18th May, Newbury (10:00 - 16:30)
Margaret Burnside, Eras

Are appraisals worthwhile or a timewasting drain for both the person running the appraisal and those on the receiving end? Great one on one conversations offer opportunities for growth and development, both for individuals and the practice as a whole. In this practical workshop, we’ll give you the tools and tips to have more useful and productive appraisal meetings. If you can keep staff engaged and challenged, employee turnover will be reduced, leading to less recruitment.

But if you need to recruit, then this workshop will help you learn from some of the common mistakes, exploring how to identify the core requirement and how you can find, attract and select the best candidate. Margaret will also look at the psychology and neuroscience behind some of the successful tools used, investigating which are truly effective.

The key differentiator as you move up in your career will be how well you identify and bring new talent into the practice and manage them once they are there, so take this opportunity to learn how the best companies do it.

Who will benefit: Vets, Nurses and Practice Managers who have a responsibility for recruiting and retaining staff.

MEMBER RATES OFFERED TO BVNA

THE CONSULTING NURSE
18 May, Scotland (10:00-16:30)
30 June, Milton Keynes (10:00 - 16:30)
Brian Faulkner, The Colourful Consultancy & Clare Hemmings, Royal Canin

Brian Faulkner’s consultation courses for vets are very popular and we are frequently asked by practice managers and nurses if we could create a similar course for nurses who run consultations. Here it is, combined with a practical session on the content, design and marketing of nurse consultations.

Brian will look at the different types of nurse consultation and explore common issues and the communication strategies which will deal with each. The theory is brought to life with examples from Brian’s own experience of running a successful practice and from his one to one training sessions at a wide number of practices. You will learn the psychology of client satisfaction as well as top tips on how to work effectively with other nurses, your manager, and of course the vets.... plus the importance of keeping to time!

Clare Hemmings will run through some options for nurse clinics from weight watching to managing diabetes; animal behaviour to geriatric care with tips on how to promote them, run them and measure outcomes in terms of increased compliance, vet appointments or client loyalty.

Who will benefit: Any nurse running consultations or leading their nurse consult team.

‘excellent speakers.......... lots of interaction with other nurses’
**CLIENT FOCUSED MARKETING**

8 June, Midlands (10:00-16:30)

Nick Steele, Zoetis

Marketing is not about the next flea or worm promotion. Successful marketing is a complete circle that starts with an audit of your client and potential client base, an understanding of your competition and an audit of what you are already doing. You then need to decide your key messages and the communication methods you are going to use to get your messages to your audience!

Good marketing doesn’t stop there; it tracks the results of the marketing and uses communication with clients to inform changes in delivery before starting all over again to complete the circle.

This course will introduce marketing basics and help you create your own bespoke marketing plan. Theory from one of our most popular speakers, Nick Steele, will be interspersed with examples of how very different practices they have worked with do their marketing, including new start ups and mature practices facing increased competition. The Zoetis Team will also share their latest thinking on persona based marketing, understanding the different types of client and tailoring your marketing accordingly.

**Who will benefit:** Anyone with responsibility for marketing within their practice.

‘Very informative, pitched just right.....lots of information to take away and easily put in place.’

**MANAGING DIFFICULT SITUATIONS**

14 July, Midlands (10:00 - 16:30)

Rachel Whittle (external speaker), together with Nick Steele, Zoetis

Grumpy bosses, disruptive colleagues and unreasonable clients are all part and parcel of managing a vet practice. But businesses thrive on a mix of different personalities and approaches and sometimes it is just a case of analysing the situations that make people appear difficult. By understanding different personalities and learning to manage expectations, you can learn techniques to handle difficult people and difficult situations, possibly even turning them to your advantage.

This day is led by Rachel Whittle and Nick Steele, National Consulting Manager at Zoetis. They will describe techniques to help identify and analyse common situations and understand personalities, including your own, so that you are better armed to deal with difficulties in your day to day work environment. They will include examples of commonly occurring ‘difficult situations’ and different personality types.

**Who will benefit:** Anyone who works closely with people, be they work colleagues, employees or clients.

www.spvs-vpma-events.co.uk
Avoiding confrontation with staff might be a short term remedy, but it allows situations to fester that should have been dealt with years ago. Coupled with Employment law that has been written with large corporations in mind by people who have never run a business, the result can be a climate of fear that actually encourages poor performance. Dead wood and difficult staff need to be managed to improve, or managed out. When only those staff with a ‘can do’ attitude remain, you will see the resulting impact on overall team moral and practice profitability.

James shows you how to identify and deal with problem staff fairly and legally, remove ineffective or difficult staff with minimum impact on the rest of the team, distinguish between sickness and disability, and manage older members of staff who do not wish to retire. Finally, he will show you how to recruit effectively and efficiently, including knowing your rights within the first months and years of employment, so that you can mutually agree in the right way and at the right time, if a new employee just isn’t working out.

**Who will benefit:** Any owner or manager wishing to create ‘elite teams’ within their practice.

‘Interesting, relevant and informative .... fresh approach from a straight talking presenter’

---

**PRICING POLICY**

29 September, Newbury (10:00 - 16:30)

Bal Bains, Zoetis

Pricing in veterinary practice is often more of an art than a science with approaches either being handed down or adopted from previous experience, but are there better ways to approach pricing especially when there is the goal of generating a return on your investment of time? In this seminar, the business consulting team from Zoetis will break veterinary pricing apart into the component parts and apply proven strategies to bring them together to deliver the results you want. They will also share research into pricing approaches and some new market research into veterinary pricing strategies. The seminar will also include an examination of how to build pricing for various scenarios such as price-led competitors, building new services and examining the productivity of your practice.

**Who will benefit:** Anyone who wants a better understanding of practice finance and the role of pricing.
Some people are thrown into the midst of managing and leading a team whereas others make a gradual progression. Either way, we aren’t all natural managers or leaders. Moving from a purely clinical role to management can be daunting, particularly if you are promoted within your practice and so find yourself managing well known work colleagues. But if you make the transition successfully, it can be very rewarding and beneficial to both the practice and your own personal development.

Experienced business consultants from the Zoetis team will give a structured introduction to some key leadership and management techniques and will include various role specific case studies and scenarios to ensure the techniques fit your needs.

**Who will benefit:** Nurses who have recently progressed to manage people or who aspire to move up to head nurse or practice manager, and existing head nurses or practice managers who would like to polish up their management and leadership skills.

‘Good to meet like-minded people in a similar position... I learnt a lot about myself and my team’

**MEMBER RATES OFFERED TO BVNA**

---

Every veterinary manager needs to understand the basic legal requirements for Health and Safety. One day one, this bespoke course will deliver the recognised IOSH Working Safely course adapted by Citation for veterinary practice. The course will include defining and identifying hazard and risk, improving safety performance and protecting the environment. Every delegate will leave with an IOSH Working Safely certificate and will understand how to write a risk assessment for their practice.

On day two, Pam Mosedale, RCVS Lead Assessor will give an update on PSS together with one of her examiners. Depending on whether you are already a PSS accredited practice or not, you can then opt for a briefing on how to prepare for Core Standards or join a workshop on the new PSS Awards.

The course will also include training in the use of fire extinguishers, again with a certificate and a session from Carolyne Crowe on creating a Stress Management policy, which is now a H&S legal requirement.

**Who will benefit:** Anyone who needs to understand H&S requirements within practice and how this relates to the Practice Standards Scheme.

www.spvs-vpma-events.co.uk
FOCUS ON TECHNOLOGY & MARKETING
16th June, Midlands

Love it or hate it, internet and digital technology are an essential part of profitable practice. From your client database to digital phones; from your website and Facebook pages to how you store and retrieve digital x-rays. This day combines workshops from a selection of speakers from within and outside the veterinary profession with a very focussed exhibition of all those companies supplying digital solutions for data management and storage, digital phone providers, website designers and digital marketing consultants.

‘good content...friendly speakers...important and relevant topics’

FOCUS ON THE PRACTICE TEAM
13th October, Midlands

This year we will extend the scope of our very successful ‘Focus on HR Day’ to cover the reception team. Profitable practices need well trained, happy and well managed staff who feel valued. At a time when good veterinary staff are in short supply, that means being ahead of the game in recruitment, training, promotion and remuneration. This day brings together some of the best ideas and the best speakers on leadership, management, employment law and staff training.

One stream will concentrate on overall HR issues, the other will focus on the reception team and front of house and how this impacts on your client communication.

‘Awesome speakers.... lots of good ideas in every area of practice management’
How to book

Two ways to book
Online  www.vpma-spvs-events.co.uk
Telephone 01453 872 731

CPD Pricing:
Non members £265; SPVS and VPMA members: £190 + VAT.
Includes CPD Certificate, lunch and refreshments

Focus Day Pricing
Non members £175; SPVS and VPMA members: £125 + VAT
Includes CPD Certificate, lunch and refreshments

Bonuses and Discounts
Book two courses in any one calendar year and you can
attend the 3rd for just £50.

or

Group Discounts ... for every 4 people a practice or company
books with us in a single calendar year, we will give a voucher
for 1 free place at any future course.

What our delegates say

‘The whole presentation was an eye opener. Well presented, practical and very entertaining’

‘The right amount of information was given, pitched at the right level.’

‘Good take home ‘can do’ options.’

www.spvs-vpma-events.co.uk