

# The Business of Veterinary Practice

## Overview

The Business of Veterinary Practice is an innovative business development programme for the veterinary sector. The programme has been developed by Ulster University Business School in partnership with MSD, Royal Canin and CM Training & Development.



The programme will comprise 3 one-day workshops delivered between January and February 2017

### **Marketing your Practice - 25 January 2017**

- Why this is important
- The customer at the heart of your business
- Your key messages
- Communicating those messages

*Meal with industry guest speaker*

### **Employing People - 15 February 2017**

- Building winning teams
- Why effective recruitment and effective employee Engagement matters
- Staff motivation
- Getting it right: compliance
- Managing conflict

*Meal with industry guest speaker*

### **Finance - 22 February 2017**

- The Accounts – what do they tell me and how do I use what they tell me
- What legal form can my business take – which is best for me and why
- Financial management – planning, making decisions and exercising control
- Tax efficiency
- Tax efficient pensions

*Meal with industry guest speaker*

*The total cost of the programme for three days is £150*

For further Information contact:

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