

# 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 and CM Training & Development.

The Programme will comprise 3 one-day workshops delivered between November and December 2016

## Marketing your Practice

- 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

- 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

- 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*

For further Information contact:

**Steve Pollard**

**T. +44 (0) 2890 366572**

**M. +44 (0) 7710 717161**

**E. [sf.pollard@ulster.ac.uk](mailto:sf.pollard@ulster.ac.uk)**