



**Strong & Herd**  
Import and Export Services



## Virtual Training courses 2020-2021

### **Virtual Learning (VL) or Face to Face (F2F) training with Strong & Herd LLP**

As we continue to develop our strategy to start face to face (F2F) training, are continuing with our interactive, trainer-led virtual learning (VL) sessions with the addition of new 2-hour upskill/refresher sessions. Our successful VL courses are not only a safe replacement to F2F training but also an excellent way to get dedicated help. And with no room hire or travel costs, they are cheaper to attend! VL is an exciting way to learn with practical sessions for attendees, time to ask specific questions and real-time look at key websites and regulations but if you don't want to be on camera and prefer to use the chat box to participate that's fine (in fact some delegates have said this is a benefit of VL). Face to Face sessions have had to be postponed again for 2020 and apart from in exceptional circumstances all training will be available as VL to ensure we meet the Covid-19 compliance and safety requirements. We have also extended our virtual learning sessions into 2021 – see below. Remember our training qualifies for the [HMRC Training Grant administered by PwC](#) – ask us for more information; popular bespoke session include EU Exit Readiness Planning, How to Complete Customs Declarations and Export Development.

### **Beginners Guide to Exporting & Importing**

This course is written for anyone who has no prior knowledge of exporting or importing. It takes participants through the basic principles and briefly explains the most common practices, terminology, facilitating understanding using fun practical exercises, games and quizzes. Ideal for new starters

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[07.12.2020](#)

[22.01.2021](#)

[24.02.2021](#)

[28.03.2021](#)

[20.04.2021](#)

### **Introduction to Customs Procedures**

Suitable for beginners this presentation shines a light on the Customs facilities available to minimise import duty payments and how to ensure compliance with customs procedures. Emphasis is given to the duty relief regimes, valuation, tariff and preference rules and potential changes when UK is outside the EU.

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[21.01.2021](#)

[19.02.2021](#)

[23.03.2021](#)

[29.04.2021](#)

[19.05.2021](#)

### **DELEGATE FEE FOR VIRTUAL LEARNING FULL DAY SESSION**

*OneCall Members* £170.00 + VAT ----- *Non-Members* £240.00 + VAT

**Book: 0161 499 7000 // [enquiries@strongandherd.co.uk](mailto:enquiries@strongandherd.co.uk) // [www.strongandherd.co.uk](http://www.strongandherd.co.uk)**



## **DELEGATE FEE FOR VIRTUAL LEARNING FULL DAY SESSION**

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### **Export Essentials**

This highly regarded one-day course gives basic grounding in export procedures. Covers the key points including documentation and working with freight forwarders, it is ideal for all newcomers to export and as an overview for those whose job has an export connection.

#### **Virtual Learning Platform**

**Full day 10.00-15.30**

[19.01.2021](#)

[11.02.2021](#)

[10.03.2021](#)

[13.04.2021](#)

[14.05.2021](#)

### **Import Essentials: An Introduction to Importing**

A popular course that looks at all the essential elements of importing including tariff classification, customs procedures, paying duty and VAT. Whether in sourcing, procurement, finance, customer services, shipping or import administration this course will increase confidence and understanding.

#### **Virtual Learning Platform**

**Full day 10.00-15.30**

[01.12.2020](#)

[12.01.2021](#)

[16.02.2021](#)

[17.03.2021](#)

[22.04.2021](#)

### **Brexit & Beyond: EU Exit Readiness**

It is vital for your business that you plan for when the UK leaves the EU and remain up-to-date through out 2021 to understand what will/has changed first and what will happen after the Transitional Period ends. Learn what is being discussed and how the negotiations are developing from regular reports from Brussels and London.

#### **Virtual Learning Platform**

**Full day 10.00-15.30**

[10.12.2020](#)

[22.01.2021](#)

[18.02.2021](#)

[09.03.2021](#)

[12.04.2021](#)

### **ICC Incoterms<sup>®</sup> 2020 Rules Explained**

This excellent practical and interactive guide to using shipping terms effectively is delivered by the ICC-UK official trainers. It explains how the new set of Incoterms<sup>®</sup> 2020 determine buyers' / sellers' risks responsibilities. Using them correctly is essential. Essential for companies reviewing their current contracts with EU customers and suppliers

#### **Virtual Learning Platform**

**Full day 10.00-15.30**

[14.12.2020](#)

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[22.02.2021](#)

[25.03.2021](#)

[27.04.2021](#)

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## Understanding Customs Declarations

In preparation for UK exiting the EU Strong & Herd LLP, in partnership with other leading industry experts have developed **Customs Declarations Training** to help businesses and customs intermediaries across the country get ready for the new procedures. you can choose just an e-learning course or combine e-learning with a face to face session at a location near you.

### e-learning

Chose your own date  
Self-study

*Members* £160.00 + VAT  
*Non-Members* £230.00 + VAT

### **DELEGATE FEE FOR VIRTUAL LEARNING FULL DAY SESSION**

*OneCall Members* £170.00 + VAT ----- *Non-Members* £240.00 + VAT

## **How to Complete Export Customs Entries**

An interactive workshop designed to fill a gap in the market by focusing on how to complete export customs entries in the UK. Software screens are used so that you can see exactly how export customs declarations are created whether you are an agent or exporter.

### **Virtual Learning Platform Full day 10.00-15.30**

[08.12.2020](#)  
[20.01.2021](#)  
[15.02.2021](#)  
[18.03.2021](#)  
[26.04.2021](#)

## **How to Complete Import Entries**

A tricky area explained by an expert using customs entry software to create a relevant and interactive workshop. Delegates will come away knowing what is needed to complete import customs entries in the UK important whether you are an agent or importer.

### **Virtual Learning Platform Full day 10.00-15.30**

[09.12.2020](#)  
[18.01.2021](#)  
[19.02.2021](#)  
[16.03.2021](#)  
[27.04.2021](#)

## **NCTS – The New Computerised Transit System:**

A one-day introduction to the New Computerised Transit System (NCTS) and the processes involved in moving goods under the Common transit Convention (CTC). This course is designed to provide an insight into how NCTS works and why it might be needed after Brexit to move goods into and out of the EU27.

**NEW**

### **Virtual Learning Platform Full day 10.00-15.30**

[09.12.2020](#)  
[14.01.2021](#)  
[09.02.2021](#)  
[08.03.2021](#)  
[14.04.2021](#)

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## **DELEGATE FEE FOR VIRTUAL LEARNING FULL DAY SESSION**

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### **Tariff Classification Explained**

Designed for anyone involved in classifying goods whether for import, export or for EU trade statistics. We look at the background and structure of the tariff and explain how to classify goods correctly in line with the GIRs. Guidance on certain classes of goods but we cannot classify specific goods

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[14.12.2020](#)

[13.01.2021](#)

[17.02.2021](#)

[18.03.2021](#)

[21.04.2021](#)

### **Understanding Origin & Preference**

This one-day workshop looks at the main elements of claiming preference at import and issuing preference documents, using the new UK FTA, applying for Approved Export Status / Registered Exporter and invoice declarations as exporters. Exercises during the day emphasise the rules and new UK/EU regulations.

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[08.12.2020](#)

[08.01.2021](#)

[04.02.2021](#)

[09.03.2021](#)

[12.04.2021](#)

### **Inward Processing Relief - IP Workshop**

IP can save you a lot of money but can also prove a headache! Whether you already operate IP, or would just like to know more, this practical workshop unravels the mysteries. Delegates are offered the opportunity to bring in samples of documentation for review.

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[09.12.2020](#)

[21.01.2021](#)

[11.02.2021](#)

[05.03.2021](#)

[15.04.2021](#)

### **Customs Warehousing & Duty Reliefs**

More companies than ever are considering setting up a customs warehouse as vital to an efficient supply chain. This practical session is specially designed for companies looking to operate a Customs Warehouse facility or improve administration and operational requirements

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[04.12.2020](#)

[11.01.2021](#)

[12.02.2021](#)

[02.03.2021](#)

[19.04.2021](#)

## **DELEGATE FEE FOR VIRTUAL LEARNING FULL DAY SESSION**

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**DELEGATE FEE FOR VIRTUAL LEARNING HALF DAY SESSION**

*OneCall Members* £90.00 + VAT ----- *Non-Members* £140.00 + VAT

**CDS Export – Customs Declaration Service**

HMRC is replacing the current CHIEF system with the new computer system which is also being linked to the declarations needed from 2021 for movements from GB to Northern Ireland. This is a major change and CDS will demand additional information from traders.

**NEW**

**Virtual Learning Platform**

**Half day 10.00-13.00**

[06.01.2021](#)

[16.02.2021](#)

[17.03.2021](#)

[20.04.2021](#)

[19.05.2021](#)

**CDS Import – Customs Declaration Service**

HMRC is replacing the current CHIEF system with the new computer system with the Customs Declaration Service. This is a major change to the way in which export and import customs declarations are made and CDS will demand additional information from traders.

**NEW**

**Virtual Learning Platform**

**Half day 10.00-13.00**

[07.01.2021](#)

[17.02.2021](#)

[18.03.2021](#)

[21.04.2021](#)

[20.05.2021](#)

**CHIEF Data Entry – Export (Advanced)**

This half-day interactive course is an in-depth look at the preparation of UK export customs. It provides key HMRC information for exporters and freight forwarders on complex area of CHIEF Data Entry. At the end of the course, you will understand the processes to create export customs declarations and transmitting to the CHIEF system.

**NEW**

**Virtual Learning Platform**

**Half day 10.00-13.00**

[10.12.2020](#)

[26.01.2021](#)

[10.03.2021](#)

[12.04.2021](#)

[12.05.2021](#)

**CHIEF Data Entry – Import (Advanced)**

Companion to the Export session this interactive session looks at the technical requirements for UK import customs declarations on CHIEF system. It provides key HMRC information for importers and freight forwarders on this complex area. At the end of the course, you will understand the processes to create an import customs declaration and transmitting it to the CHIEF system.

**NEW**

**Virtual Learning Platform**

**Half day 10.00-13.00**

[11.12.2020](#)

[27.01.2021](#)

[11.03.2021](#)

[13.04.2021](#)

[13.05.2021](#)

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### **Preparing for a Customs Audit**

As HMRC puts more responsibilities on traders and expect companies to be “self-compliant” it is important that you know how to put customs compliant procedures in place. Delegates will leave the day with ideas and sample procedures, checklists and audit requirements.

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[06.01.2021](#)

[16.02.2021](#)

[16.04.2021](#)

[21.05.2021](#)

[25.06.2021](#)

### **Authorised Economic Operator (AEO) Status: A Practical Guide**

This course will review the potential benefits of AEO status and what your business must do to meet HMRC requirements. We will look at how to estimate how much it might cost in time and resources and how to prepare the company for becoming AEO accredited. Covers requirements for security and customs issues

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[16.12.2020](#)

[25.01.2021](#)

[26.02.2021](#)

[10.03.2021](#)

[14.04.2021](#)

### **Valuing Goods for Customs Purposes**

All goods need to be valued correctly for customs purposes whether it is a sale or free of charge movement. The WTO sets specific rules of valuing goods for customs purposes. In this day we will review the Articles of the WTO Agreement, the 6 Methods of Valuation and Transfer Price Agreements.

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[12.01.2021](#)

[25.02.2021](#)

[23.03.2021](#)

[13.05.2021](#)

[30.06.2021](#)

### **Advanced Guide to Import, Export & Customs Procedures:**

Following on from the Practical Guide to Customs Procedures this workshop is aimed at delegates with some international trade knowledge. The aim is to guide you to a higher standard of compliance with legislation so you can face customs audits with confidence.

### **Virtual Learning Platform**

**Full day 10.00-15.30**

[19.01.2021](#)

[24.02.2021](#)

[24.03.2021](#)

[10.05.2021](#)

[14.06.2021](#)

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**Introduction to UK, EU and US Export Licensing for Beginners**

This new course looks at the often-difficult subject of export licensing controls, sanctions and embargoes and how to comply with international export compliance regulations. It is an overview of UK, EU and USA export controls covering dual-use and military goods especial for beginners.

**Virtual Learning Platform  
FULL day 10.00-15.30**



[11.01.2021](#)  
[12.02.2021](#)  
[11.03.2021](#)  
[14.04.2021](#)  
[17.05.2021](#)

**Introduction to UK Export Licensing Controls**

Some practical experience is expected for this course that brings together in practical how to use export licences (SIEL, OGEL, OIEL). It looks at exporters' responsibility, the role of Export Control Joint Unit (ECJU) and how to ensure freight companies make correct declarations.

**Virtual Learning Platform  
FULL day 10.00-15.30**

[20.01.2021](#)  
[03.03.2021](#)  
[29.04.2021](#)  
[20.05.2021](#)

**The Dual-Use Exporter**

Goods, technology, software can come under export controls because of inherent capabilities, the type of materials or technical abilities. The Dual-Use controls, determined by the Wassenaar Arrangement, needs to be understood especially as once the UK leaves the EU dual-use items will need export licences.



**Virtual Learning Platform  
FULL day 10.00-15.30**

[03.12.2020](#)  
[26.01.2021](#)  
[17.02.2021](#)  
[22.03.2021](#)  
[28.04.2021](#)

**Trading with the USA: Defense Exporters**

This course looks at the controls and regulations affecting goods and technologies that are caught under the US Export Administration Regulations (EAR) and the International Traffic in Arms Regulations (ITAR – e.g. military goods) with the aim of assisting you in setting up compliant internal procedures

**Virtual Learning Platform  
FULL day 10.00-15.30**

[04.12.2020](#)  
[14.01.2021](#)  
[25.02.2021](#)  
[29.03.2021](#)  
[07.05.2021](#)

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## **DELEGATE FEE FOR VIRTUAL LEARNING FULL DAY SESSION**

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### **How to Build Overseas Sales**

Entering new markets is a proven way to grow your business, especially when approached strategically. This course will help to break new markets profitably, by learning how to identify critical success factors, make accurate comparisons and set priorities so you recognise the markets that are right for you. Specially designed to help companies navigate the UK exit from the EU.

#### **Virtual Learning Platform**

**Full day 10.00-15.30**

[04.12.2020](#)

[12.01.2021](#)

[15.02.2021](#)

[22.03.2021](#)

[13.05.2021](#)

### **How to Select & Manage Overseas Distributors and Agents:**

The representative you choose is likely to be the biggest single success factor in any market. Results come not only from choosing the right candidate, but in defining the relationship and in effective management and leadership. This course will provide you with the skills to make the right choice.

#### **Virtual Learning Platform**

**Full day 10.00-15.30**

[08.12.2020](#)

[15.01.2021](#)

[23.02.2021](#)

[26.03.2021](#)

[29.04.2021](#)

### **How to Price Goods for Overseas Markets**

Pricing is a crucial issue in successful (and profitable) exporting. This course is designed for marketing/ sales/ export sales professionals and will equip you to understand real product costs (including the cost of exporting), evaluate market conditions, competitors and make effective strategic pricing decisions.

#### **Virtual Learning Platform**

**Full day 10.00-15.30**

[15.12.2020](#)

[19.01.2021](#)

[04.03.2021](#)

[15.04.2021](#)

[24.05.2021](#)

### **Letters of Credit LC: A Practical Workshop for Exporters:**

Essential training for all exporters who work with Letters of Credit. It offers invaluable advice on LC acceptance/interpretation and offers practical help in formulating a procedure that leads to payment "first-time, every-time". Delegates can discuss their own issues with the experienced trainer.

#### **Virtual Learning Platform**

**Full day 10.00-15.30**

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**VAT in International Trade**

This workshop demonstrates how supplies of goods and services to overseas customers may be subject to UK VAT, how a UK business must deal with its VAT obligations and the circumstances in which a UK business must register for VAT overseas. Updated to include EU Exit (Brexit) requirements.

**Virtual Learning Platform**

**FULL day 10.00-15.30**

[10.12.2020](#)

[11.01.2021](#)

[01.03.2021](#)

[14.04.2021](#)

[09.06.2021](#)

**Introduction to Excise Procedures**

A good introduction to both international and domestic regulations on excise products such as alcohol, tobacco and hydrocarbon oils. It outlines the requirements for registration of production premises and duty suspended ("bonded") warehouses, and the calculation and payment of excise duty.

**Virtual Learning Platform**

**FULL day 10.00-15.30**

[10.12.2020](#)

[19.01.2021](#)

[25.02.2021](#)

[26.03.2021](#)

[18.05.2021](#)

**NEW**

**Temporary Exports/ Imports Explained**

This workshop concentrates on the movement of goods for temporary purposes whether that is for demonstration, exhibition, for test, on loan or as a repair or replacement. It reviews customs and commercial processes such as the ATA Carnet examining the benefits and control requirements

**Virtual Learning Platform**

**FULL day 10.00-15.30**

[15.12.2020](#)

[20.01.2021](#)

[04.03.2021](#)

[08.04.2021](#)

[18.05.2021](#)

**NEW**

**Understanding Free Trade Agreements**

As the UK develops new independent trade arrangements with overseas markets this timely training session looks at what is included in International Trade Agreements and the key Rules of Origin and how to understand the whole Agreement whether it covers just goods or goods, services and other trade issues. Ideal for anyone with some understanding of customs regulations and need to upskill on UK Arrangements.

**Virtual Learning Platform**

**FULL day 10.00-15.30**

[14.01.2021](#)

[19.02.2021](#)

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[22.04.2021](#)

[26.05.2021](#)

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**DELEGATE FEE FOR VIRTUAL LEARNING TWO DAYS SESSION**  
*OneCall Members £325.00 + VAT ----- Non-Members £395.00 + VAT*

**Importers' Workshop – Advanced (2 days)**

An ideal follow-up to Import Essentials or for anyone requiring an advanced look at import procedures, e.g. valuation, classification, etc. This practical interactive 2-day workshop looks at importing in detail and delegates are encouraged to bring samples of their own import documentation

**Virtual Learning Platform  
Over 2 days**

[27<sup>th</sup> & 28<sup>th</sup> Jan 2021](#)

[23<sup>rd</sup> & 24<sup>th</sup> Feb 2021](#)

[7<sup>th</sup> & 8<sup>th</sup> Apr 2021](#)

[25<sup>th</sup> & 26<sup>th</sup> May 2021](#)

**The Export Course (2 days)**

Covers the main aspects in a practical, clear and comprehensive way that is relevant to today's exporters. To gain the most benefit from this course, delegates should have previously attended our Export Essentials course or have exporting experience.

**Virtual Learning Platform  
Over 2 days**

[14<sup>th</sup> & 15<sup>th</sup> Jan 2021](#)

[18<sup>th</sup> & 19<sup>th</sup> Feb 2021](#)

[29<sup>th</sup> & 30<sup>th</sup> Mar 2021](#)

[8<sup>th</sup> & 9<sup>th</sup> June 2021](#)

**International Trade Compliance Manager - 2 days**

Essential for people who want to take a major step in their career by acquiring key skills in Customs Compliance. It enables companies to achieve improvements in efficiency and examines the tasks involved in creating and maintaining a strong "Compliance Culture" throughout the organisation.

**Virtual Learning Platform  
Over 2 days**

[2<sup>nd</sup> & 3<sup>rd</sup> Dec 2020](#)

[1<sup>st</sup> & 2<sup>nd</sup> Feb 2021](#)

[30<sup>th</sup> & 31<sup>st</sup> Mar 2021](#)

[6<sup>th</sup> & 7<sup>th</sup> May 2021](#)

**DELEGATE FEE FOR VIRTUAL LEARNING TWO DAYS SESSION**  
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**Strong & Herd**  
Import and Export Services



# Helpline Support with OneCall®

## OneCall Level 1

The Basic service lets you call or email our office with enquiries so we can guide and support you to the correct places for information, reinforce your understanding of procedures.

Covers 6-8 brief questions pa  
**Members get regular update email**  
Discounts on all public training places

Subscription price  
**£180.00 + VAT**  
For 2 hours pa  
Paid in Advance  
Top-ups available

## OneCall More

Level 2 provides a single port of call for assistance and guidance in all areas of import and export procedures. OneCall More provides support to your day-to-day activities in a cost-effective way.

Covers 6-8 brief questions each month  
**Members get regular update email**  
Discounts on all public training places

Subscription price  
**£600.00 + VAT**  
For 8 hours pa  
Paid in Advance  
Top-ups available

## OneCall Plus

The essence of OneCall Plus is to get practical assistance and advice on all matters relating to international trade. With "Plus" S&H joins your compliance team saving valuable time & money.

24 hours support pa  
**Members get regular update email**  
Discounts on all public training. Can convert to 1-to-1 sessions

Subscription price  
**£1560.00 + VAT**  
For 24 hours pa  
Paid in Advance  
Top-ups available

## OneCall OnDemand

Just need a couple of hours of dedicated advice? OneCall OnDemand gives you a minimum of 2 hours time with a subject matter expert via our virtual meeting room. Book your dedicated session now.

**OneCall – 2 hour Dedicated session**  
Discount on all public training places  
Any topic, any time, virtual advice at its best

Subscription price  
**£500.00 + VAT**  
Minimum 2 hours  
Paid in Advance

**How Do I Subscribe?** It's easy. There are 4 different option – choose the one that best suits your requirements and buy on-line on the [Strong & Herd website](http://Strong & Herd website) or by email to: [onecall@strongandherd.co.uk](mailto:onecall@strongandherd.co.uk)

*Need something more bespoke or long term with training – ask about our Business Support Packages*

**New for 2020 for all Onecall members – free 1-hour sessions every 2 weeks answering your EU Exit Readiness questions. Interactive, practical and relevant advice**

**ALREADY A S&H ONECALL MEMBER – Remember to log in to your account as a registered customer to claim your £70.00 members' discount on all training.**



### Your account

#### Registered Customers

If you have an account with us, log in using your email address.

Username or email address \*

Password \*

Log in

Remember me

[Lost your password?](#)

## What is OneCall?

A business support service created to assist importers and exporters. Includes the "Did You Know" email information service to help you keep up-to-date with current international trade and customs issues.

## How will I benefit from OneCall?

Within the OneCall Team are specialists on a wide range of import, export and customs procedures. Using the service means you won't waste time searching for answers, our team will know or quickly find out for you leaving you to concentrate on your proper job. Not only do you get an immediate response but the people manning the service are helpful and extremely knowledgeable – ideal for seeking that second opinion on a tricky question. The OneCall Team can guide you in the right direction or even do some of the work for you – they are there as a support to your business needs – try us out; you won't regret it.

## How Do I Subscribe? It's easy.

There are 4 different options – choose the one that best suits your requirements and apply on-line or by email to:

[onecall@strongandherd.co.uk](mailto:onecall@strongandherd.co.uk)

*Need something more bespoke or long term with training – ask about our Business Support Packages*

Indicate your choice by ticking or placing a X in the appropriate box:

OneCall – Level 1	per year	£180.00+VAT	<input type="checkbox"/>
OneCall "More"	per year	£600.00+VAT	<input type="checkbox"/>
OneCall "Plus"	12 month subscription	£1560.00+VAT	<input type="checkbox"/>
OneCall "On Demand"	One off subscription	£250 +VAT per hour, min 2 hrs	<input type="checkbox"/>

Company details: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone No. \_\_\_\_\_

Name(s) & email for up-date service: \_\_\_\_\_

Name & email for training info (if different): \_\_\_\_\_

Payment Method: \_\_\_\_\_ Purchase Order Number: \_\_\_\_\_

Cheque with order  Please Invoice me  By Credit Card

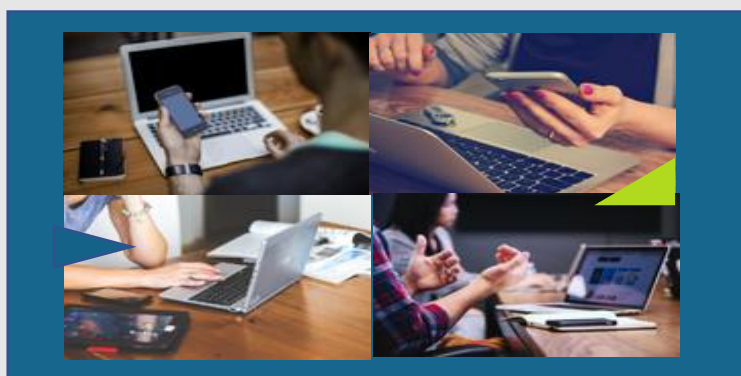
Card Number: \_\_\_\_\_

Type of card: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Security Code: \_\_\_\_\_



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