

# EDUCATION & TRAINING

## UNDERSTANDING DIAMONDS



**Venue:** The Birmingham Assay Office  
**Course Name:** Understanding Diamonds  
**Dates:** Tuesday 19th June 2012  
Tuesday 24th July 2012  
Tuesday 21st August 2012  
Tuesday 18th September 2012  
Tuesday 23rd October 2012  
Tuesday 27th November 2012

**Time:** One Day Course:  
10.00 a.m. to 4.30 p.m.  
**Delivered By:** Marie Chalmers FGA DGA

### COURSE OBJECTIVE

This hands on course is intended for retail staff who already have some experience of selling jewellery and precious stones. The one day course will provide an in depth understanding of diamonds improving their confidence when selling.

It gives each delegate a chance to study and observe loose diamonds using a 10x loupe as in retail conditions. Delegates will gain a greater understanding of the 4 C's and also diamond treatments, simulants and synthetics.

### COURSE CONTENT

History of diamonds

Major sources

Diamond Grading – the 4 'C's

- Cut
- Colour
- Clarity
- Carat weight

### Diamond treatments

- Synthetics
- Imitation
- Certification
- Ethical Issues
- Care

### ANCHORCERT

Delegates will have the opportunity to see the AnchorCert Diamond Grading Laboratory, to meet the experts who work there and gain an understanding of the high tech equipment and techniques used.

### COURSE TUTOR – Marie Chalmers, FGA DGA

Marie has an in depth knowledge of diamonds and her expertise is based on personal experience and commercial application of sound technical and theoretical knowledge. Marie has trained and worked in Antwerp, India, Israel and the UK's diamond markets. She has bought and sold diamonds in various shapes and sizes, in large volumes and single items and in all colours and qualities.

Marie has a broad understanding of the retail environment and how diamond knowledge can be used to increase sales. Her training style is factual and straightforward and always geared towards the commercial rather than the text book environment. Previous training undertaken by retailers has resulted in significant increases in diamond sales.

### COURSE FEE

£250 + VAT PER DELEGATE  
MAXIMUM OF 4 DELEGATES

**BOOKING FORM OVERLEAF >**



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## BOOKING INFORMATION

Delegate Name: \_\_\_\_\_

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

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

## PAYMENT

**Cheque**  **Credit Card**  Please make cheques payable to The Birmingham Assay Office

Card Details: Payment maybe made by Visa, Visa Debit, MasterCard, Eurocard, Delta, Switch, Solo, Electron.

Card Type: \_\_\_\_\_

Amount: \_\_\_\_\_

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

Expiry Date: MM/YY

Valid From: MM/YY

Issue No: \_\_\_\_\_

Card Verification Number: Last 3 digits from signature strip on back of card

I would like to book my place on your Understanding Diamonds course

Signed \_\_\_\_\_

Date \_\_\_\_\_

