

# Image Consultants Training for Image, Makeup and Etiquette

Training Dates 2009:

## Professional Image and Lifestyle Coach Ten Days Advance Training \$9,000

Master Training - The Whole course Includes all Modules Mastering The Universal Language of Image Consulting & Business Building Skills.

## Mastering The Universal Language of Image Consulting Seven Days Training \$5800

Professional Training – The Basic of Fashion & Style Module 1, 2, 3 & 4 and Each Module Includes Specific Classes Which Can Be Taken Together or Individually.

## Advance Business Building Skills Three Days \$3,400

Advance Training – Putting Your Theory Practical Skills Together Mastering The Universal Language of Image Consulting is a pre requirement.

## Mastering The Universal Language Of Fashion & Style

### Module 1 – \$1900

**Day 1/Module 1**  
10:00am-1:00pm

#### **Body Proportion**

*Figure Assessment for Men and Women*

1:00pm-5:00pm

#### **Line & Design Principals**

*Fundamentals of Dressing - What to Wear & What not to Wear*

**Day 2/Module 1**  
10:00am-1:00pm

#### **Wardrobe Organization**

*Wardrobe Planning & Organization - Shopping Assistance*

1:00pm-5:00pm

#### **Fashion & Style**

*How to Run Group & One on One Fashion & Style Consultations for Male & Female*

## Mastering The Universal Language Of Flow Color Analysis

### Module 2 – \$2200

**Day 3/Module 2**  
10:00am-1:00pm

#### **Color Theory**

*Seasonal Color Analysis for Men and Women*

1:00pm-5:00pm

#### **The Universal Flow Color Analysis**

*The New Refined System for all Skin Types  
Identifying Harmonies and Matching Your Personal Wardrobe Combinations*

**Day 4/Module 2**  
10:00am-1:00pm

#### **Hands on Color Analysis**

*Face Shape Analysis & Personality Traits*

1:00pm-5:00pm

#### **Conducting Seminars & Workshops**

*How to Conduct One on One & Group Color Analysis*

## Mastering The Universal Language Of Skincare & Makeup

### Module 3 – \$1600

**Day 5/Module 3**  
10:00am-1:00pm

#### **Skin Care & Cosmetic Application**

*Seasonal Looks for All Skin Type & Age Groups*

1:00pm-5:00pm

#### **Skin Care & Cosmetic Application**

*Hands on Makeup application day/evening makeup*

**Day 6/Module 3**

#### **Skin Care & Cosmetic Application**

10:00am-1:00pm

*Hands on Makeup application – office/day makeup*

1:00pm-5:00pm

**Skin Care & Cosmetic Application**

*Hands on Makeup application - makeup for special occasion*

**Starting & Building Your Own Consultancy Business**

**Module 4 - \$900**

**Business Building**

**Day 7/Modul 4**

*How to Set up Your Own Studio – How to Write You Own Business Plan*

*Product Sale - Marketing - Promotions*

**Business Building Skills Three Days \$3,200**

Advance Training – Putting Your Theory Practical Skills Together Mastering The Universal Language of Image Consulting is a pre requirement.

**Personal and Professional Protocol and Etiquette**

**Module 5 – \$1200**

**Day 8/Module 5**

**Poise Presence & Lasting Impressions**

10:00am-1:00pm

*How to Make an entrance and Work The Room*

**The Essentials Rules of Dining Etiquette**

1:00pm-5:00pm

*The Fundamentals of Dinning skills – The Do's & Don'ts of Dinning Etiquette*

*American & Continental style*

**Fashion Stylist Field Trip**

**Module 6 – \$1200**

**Personal Shopping**

**Day 9/Module 6**

10:00am-1:00pm

*How to Set up the Studio – Designing the Pre Customer profile Form - Booking, Conducting and Closing the Deal- Creating a Customer Portfolio- Customized after Sale Initiatives*

**Hands on Personal Shopping**

1:00pm-5:00pm

*One on One Style Advising and Personal Shopping*

*Role Play and Implementation of All Steps of the Consultation Leading to the Final Purchases*

**Portfolio Building**

**Module 7 – \$1200**

**Day 10/Module 7**

10:00am-1:00pm

**Working on a Photo Shoot**

*Working with Real Models and Photographers*

1:00pm-5:00pm

**Photo Shoot**

*Building up your Portfolio – Before & After Picture to Show Your Skills*

AWIS Beauty Certified Training is Accredited and Certified by both the International Association of Continuing Education and Training (IACET) and the Association of Image Consultants International (AICI). In order to earn CEU's participants must complete all the assignments given during the training.

**Limited seats are available, hurry and sign up now to guarantee your position and avoid disappointment!**

USA Training Location	USA Training Dates	Register
Fort Lauderdale, Florida	January 26 <sup>th</sup> - February 4 <sup>th</sup> 2009	Sign up
Fort Lauderdale, Florida	March 21 <sup>st</sup> - March 30 <sup>th</sup> 2009	Sign up
Fort Lauderdale, Florida	April 27 <sup>th</sup> – May 6 <sup>th</sup> 2009	Sign up
Australia Location	Australia Training Dates	Register
Parramatta, Sydney	January 12 <sup>th</sup> - January 21 <sup>st</sup> 2009	Sign up
Parramatta, Sydney	March 9 <sup>th</sup> - March 18 <sup>th</sup> 2009	Sign up
Parramatta, Sydney	July 1 <sup>st</sup> - July 10 <sup>th</sup> 2009	Sign up
Parramatta, Sydney	October 19 <sup>th</sup> - October 28 <sup>th</sup> 2009	Sign up
Middle East Location	Middle East Training Dates	Register
Dubai, United Arab Emirates	February 4 <sup>th</sup> - February 13 <sup>th</sup> 2009	Sign up
Dubai, United Arab Emirates	October 3 <sup>rd</sup> - October 12 <sup>th</sup> 2009	Sign up

AWIS Beauty reserves the right to cancel any and all classes if the number of students is deemed to be insufficient. No refunds will be given four weeks prior to the training starting dates **registration is transferable to a future program.**

Applicant First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Cell: : \_\_\_\_\_  
 Present Occupation: \_\_\_\_\_  
 Email address: \_\_\_\_\_  
 Name on Credit Card: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 Credit Card Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Card Type: \_\_\_\_\_  
 Expiry Date: \_\_\_\_\_  
 Signed: \_\_\_\_\_ Date: \_\_\_\_\_

# AWIS BEAUTY

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## ALWAYS IN STYLE

### *ENROLMENT APPLICATION*

AWIS Beauty Certified Training is Credited and Certified by both the International Association of Continuing Education and Training (IACET) and the Association of Image Consultants International (AICI). In order to earn CEU's participants must complete all the assignments given during the training.

	<b>Please Tick</b>	
<b>Fashion, Style &amp; Image Consultants Training – Module 1</b>	<b>\$1900</b>	<input type="checkbox"/>
<b>The Universal Flow Color Analysis Training – Module 2</b>	<b>\$2200</b>	<input type="checkbox"/>
<b>Professional Skincare &amp; Makeup Training for Image Consulting – Module 3</b>	<b>\$1600</b>	<input type="checkbox"/>
<b>Building Your Consultancy Business Training – Module 4</b>	<b>\$900</b>	<input type="checkbox"/>
<b>Mastering The Universal Language of Image Consulting Seven Days Training</b> All of the Above – Module 1, 2, 3 & 4	<b>\$5800</b>	<input type="checkbox"/>
<b>Personal and Professional Protocol and Etiquette – Module 5</b>	<b>\$1200</b>	<input type="checkbox"/>
<b>Fashion Stylist Field Trip – Module 6</b>	<b>\$1200</b>	<input type="checkbox"/>
<b>Portfolio Building – Module 7</b>	<b>\$1200</b>	<input type="checkbox"/>
<b>Advance Business Building Skills Three Days Training – Module 5, 6 &amp; 7</b>	<b>\$3400</b>	<input type="checkbox"/>
<b>Professional Image and Lifestyle Coach – Ten Days Advance Training</b> <b>All of the Above Module 1, 2, 3, 4, 5,6 &amp; 7</b>	<b>\$9000</b>	<input type="checkbox"/>

Preferred Training Date in AWIS Fashion & Image Consulting: \_\_\_\_\_

Applicant First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ Last Name: \_\_\_\_\_

Credit Card Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

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

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

Expiry Date: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

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# AWIS

## **Module 1- Training for Fashion Style and Image Day 1-2 \$1900**

- Figure Assessment and Body Proportion for Men and Women
- Line and Design Principals
- The Fundamentals of Dressing for Different Body Shapes
- Style Selection Criteria
- Measuring Techniques
- Professional Image
- Wardrobe Organization
- How to Run the Male and Female Style consultation
- Image makeovers

### **Training includes:**

- Training Manual
- Measuring Equipment

## **Module 2- Training for Flow Color Analysis Day 3-4 \$2200**

- Color Theory
- Seasonal Color Analysis for Men and Women
- The Universal Flow Color Analysis for Men and Women
- Face Shape Analysis for Men and Women
- Hands on Color Analysis Using Volunteer Models
- How to Conduct One On One Consultation
- How to Conduct a Color Group Session
- Presenting Color Workshops and Seminar

### **Training includes:**

Approx 70 drapes

- 1 Set to Determine Cool or Warm Draping
- 1 Set to Determine Season (Summer/Winter - Spring/Autumn)
- 1 Set Winter Draping (Cool/Deep/Clear)
- 1 Set Summer Draping (Cool/Light/Soft Light/Soft Deep)
- 1 Set Autumn Draping (Warm/Deep/Soft Light/Soft Deep)
- 1 Set Spring Draping (Warm/Light/Clear)
- 1 Training Manual

## **Module 3- Makeup and Skin Care Training Day 5-6 \$1600**

- How to set up Your Studio
- What Product You Need
- Where to Get Your Quality Product
- Understanding and Selling Skin Care and Makeup as an Image Consultant
- Selecting Appropriate Skin Care and Skin Care Applications
- Conducting Make-overs
- Make-up Basics Applications Techniques and Tools

- Cosmetic Applications for Day/Business Wear
- Cosmetic Applications for Special Occasion

**Trainings include:**

- Make-up and Skin Care Manual
- Sample Promotion Materials and Ideas
- Access to Top quality make-up and skincare

It is optional, though highly advisable, to have a range of make-up at your disposal to complete a color analysis or Make-up sessions and increase your profit further. We use and recommend “AWIS” makeup and skincare, which can be arranged through AWIS Beauty.

**Module 4- Starting and Building Your Consultancy Business Day 7 \$900**

- How to write a business plan
- How to find clients
- How to run consultations
- How to manage your business
- How to run seminars
- How to build packages
- The Skills of Self Promotion
- Public and Fundraising Seminars
- The Art of Selling
- Marketing, Promotions and Advertising (what works, what doesn't and why)
- Creating Strategic Alliances
- Networking
- Creating a Strong Referral Base
- Conducting Seminars and Consultations
- How to Select a Business Name
- How to Write a Business Profile

**Trainings include:**

- Business Building Manual
- Promotion Materials and Ideas
- CD With all your Needs

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**Module 5- Personal & Professional Etiquette & Protocol Day 8 \$1200**

- How to Introduce Yourself and Others
- The Different Types of Handshakes
- Eye Contact
- Body Language
- How to Remember Names
- Passing Your Business Card
- Starting and Ending a Conversation
- Host & Guest Duties
- Seating Etiquette
- Dining Etiquette
- Table Manners

- Napkin Etiquette
- How to Handle Accidents
- The Dos and Don'ts of Dining Etiquette
- How and when to Toast
- The American and Continental Eating Styles
- Tipping
- Telephone Etiquette
- Cell Phone Etiquette

**Trainings include:**

- Etiquette & Protocol Manual
- Promotion Materials and Ideas
- CD With all your Needs

**Module 6- Fashion Stylist Field Trip Day 9 \$1200**

- How to Set up Your Styling Studio as a Personal Shopper
- Designing the Pre Customer Profile Form
- Designing and Using the Consultation Analysis Form
- Booking Conducting and Closing the Consultation
- Creating a Customer Portfolio
- Customized After Sale Initiatives
- Personal Shopper Role
- Building Long Term Relationship With Clientele
- Delivering Exclusive Services
- Pre-Shopping and Fittings
- Style Advising and Personal Shopping
- Role Play and Implementation of All Steps of the Consultation
- Closing the Deal and the Final Purchases

**Trainings include:**

- Fashion Stylist Manual
- Profile & Analysis Forms & Materials
- CD With all your Needs

**Module 7- Portfolio Building - Photo Shoot Day 10 \$1200**

- Understanding and Coordinating a Photo Shoot
- Understanding and Working in Calibrating with Photographers
- Field Trip To a Professional Studio
- Selecting Fashion Style According to Theme
- Selecting Accessories to Compliment the Theme
- Selecting & Coordinating Hair and Makeup
- Dressing up the Model
- The Final Touches
- Before and After Pictures
- Deciding and Selecting Your Work
- Presenting Your Professional Portfolio

**Trainings include:**

- Head Shot Photo
- Promotion Materials and Ideas
- CD With all your Needs