

Salon and Spa Track

Day 2: September 19, 2018

12:30 PM – 1:30 PM

The 7 Steps to Building a Powerful Salon and Spa Brand

Presented by Alexis Ufland, Owner of Lexi Design

With so many spas offering similar services and products, it's vital to stand out from your competition. Your brand is what sets you apart, and it's not just a catchy slogan or memorable logo. Fact is, every experience clients have with your business becomes part of your 'brand'. It's vital to make that brand reflect your distinct style, method and personality, now more than ever. This class will teach you the seven essential steps that will elevate your brand to the next level.

1:45 PM – 2:45 PM

The Future of the Beauty Industry: A Window Into the Consumer's Mind

Presented by Leon Alexander, CEO and President of Eurisko Design

What truly influences our buying decisions? If we want to maximize our retail sales potential, we have to escape the usual initiatives and learn to look at our businesses the way the consumer sees it. This session will cover why fear is the biggest reason people buy, how color psychology and all the senses have an impact on the brain, and ways to position retail businesses to entice consumers in and convince them to purchase products.

3:00 PM – 4:00 PM

Create the Ultimate Client Experience and Retention

Presented by Jennalee Dahlen, Owner of Yoso Wellness

Client engagement isn't just while the client is in for their appointment – it happens before they come in and weeks after they leave, too. This session will dive into what that looks like, as well as provide best practices to make every client feel like they are a celebrity. Discover new follow-up techniques for salon and spa you can implement after a client's service that will wow them and encourage them to rebook.

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Day 3: September 20, 2018

8:30 AM – 9:30 AM

Retailing With Heart – Not Simply Sales

Presented by Jennalee Dahlen, Owner of Yoso Wellness

This session will teach you how to retail to clients from your heart, and not just sell them a product. It's all about building the client's confidence and trust in what you are recommending to them as a professional. They are going to purchase product somewhere, so it should be with a stylist or therapist that they can trust to make the best suggestions for their skin, hair, health, etc. You'll learn techniques and tricks that make retailing easy for anyone.

9:45 AM – 10:45 AM

How to Attract, Engage and Retain Great People

Presented by Amy Carter, CEO of Empowering You Consulting

By now you know that having the right team members on board can make a huge difference in your business. Having a strong system for recruiting, hiring and retaining is critical for a thriving business. This course will provide a practical guide on how to recruit your rock star professionals, and how to hire team members confidently, skillfully, and professionally.

11:00 AM – 12:00 PM

Conversation with Alli Webb

Featuring Alli Webb, Founder of Drybar

Join us in a moderated Q&A with Alli Webb. Alli will discuss her evolution within such a formidable enterprise, now with over 100 locations and 3,000 stylists in the US. She will cover the business's humble beginnings, rapid expansion, creative branding and product launch and distribution.