



COLOURWORKS INTERNATIONAL

The Image Consultants Training Academy

IMAGE CONSULTANTS TRAINING COURSE - 6 full days



Presented by Anne Dreyer Erasmus
Qualified Colour & Image Consultant (California, USA)
Founder and Principal Member of Colourworks International
Accredited member of AICI (Association of Image Consultants International) USA
Founder of the Image Training Academy of South Africa and APICSA

WORKSHOP OBJECTIVES

- To train and equip the learner with skills that will enable him to consult with excellence, in all aspects relating to personal image as well as verbal and non-verbal communication skills
- To train individuals on a personal as well as corporate level
- For participants to become qualified Colour and Image Consultants, certified by Colourworks International

WORKSHOP OUTCOMES

- To be able to apply the skills of colour coding, make-up and eyebrow shaping
- To be able to determine the client's correct face shape and to advise the most suitable hairstyle and eyewear
- To be able to conduct a body analysis and develop a suitable personality dress and style for the client
- To become a personal shopper and wardrobe planner
- To gain a general knowledge of the history of the fashion industry, new trends and corporate culture
- To understand and communicate voice modulation, body language as well as social and business etiquette
- To develop and hone business and communication skills
- To expand and develop personal and business skills

This Course complies with the:
REQUIREMENTS OF THE SERVICES SETA WITH RECOGNIZED CREDITS
AND THE SETA NUMBER IS *ATS/08/1660*

Participants will receive a comprehensive training material covering the following modules:

Module 1:

- The history of Colour and the 'Image Industry'
- Colour background
- The concepts of Colour Analysis
- Comparative draping (cool and warm)
- The seasonal concept – Summer, Winter, Autumn and Spring

The Module includes:

- ✓ File with all notes and diagrams
- ✓ Full set of comparative drapes
- ✓ Full set of colour swatches
- ✓ Carry bag

Module 2:

- Personality Dress: The Classic, Romantic, Natural, Dramatic, Euro and African Chic
- The 'Four Generations' including the history of fashion in the last Millennium and the Boomers vs. the 'Dot Comers'
- Body line and style analysis

The module includes:

- ✓ All notes
- ✓ Tape measure
- ✓ Style book
- ✓ CD of practical information
- ✓ Laminated posters

Module 3:

- Face shapes
- Rules for correct eyewear
- The history of hair colour
- Hair types and styles
- Make-up training
- Bridal make-up
- Eyebrow shaping and correction
- Basic skin care

The module includes:

- ✓ All notes
- ✓ Complete professional make-up set
- ✓ Professional brush set - 12 Brushes
- ✓ Make-up wedges
- ✓ Make-up puff

Module 4:

- Practical applications of Colour Coding and Make-up

The module includes:

- ✓ Colour charts
- ✓ Client information handouts

Module 5:

- Wardrobe planning
- The home visit vs. the office consultation
- The travel wardrobe, airport culture and packing
- Shopping guidelines

Practical applications:

- ✓ Packing a suitcase

The module includes:

- ✓ All notes
- ✓ Personal shopping guides

Module 6:

- 8 hour dressing (how to go from work to a cocktail party in the same outfit)
- The effective use of accessories
- Perfume – short background and history
- More practical implications on colour coding

Practical applications:

- ✓ Folding and the use of scarves and different applications
- ✓ Shoes and handbag choices
- ✓ Accessories – beads, pearls, earrings etc

The module includes:

- ✓ The queens of fragrance
- ✓ All notes and diagrams

Module 7:

- Personal development
- Corporate culture / business dress
- Body language

Practical applications:

- ✓ Students will conduct a 'make-over' on each other
- ✓ Personality profile (personal)

The module includes:

- ✓ All diagrams and notes

Module 8:

- Communication skills including voice modulation
- Business English
- The 'Interview'
- Presentation skills – introduction
- Presenting yourself!
- Client care and electronic communication

Practical applications:

- ✓ Preparing a '30 second commercial'
- ✓ Telephone and cell phone etiquette

The module includes:

- ✓ All notes

Module 9:

- Practical implementations of all the material covered on the course

Practical applications:

- ✓ Each student to conduct image / applications on a model
- ✓ Student evaluation
- ✓ Open discussions and evaluations

The module includes:

- ✓ Workbook and colour swatches

Module 10:

Graduation Day!

- Etiquette and table manners – from buffet to banquet
- A business plan
- A mission statement
- Colourworks International affiliation
- Application for membership to APICSA (Association of Professional Image Consultants of South Africa)
- Evaluation

Practical applications:

- ✓ Sit down formal meal

The module includes:

- ✓ Graduation – Image Consultants Certificate

COLOURWORKS INTERNATIONAL IMAGE CONSULTANTS WILL RECEIVE THE FOLLOWING COMPLIMENTARY ITEMS:

- Full set of drapes on two rings
- Comprehensive training manual
- Make-up scarves
- A full set of professional make-up brushes
- Make-up wedges and puff
- Colour swatches
- Laminated visuals
- The book 'Darling I have nothing to wear', written by Anne Dreyer Erasmus
- Style booklet
- Tape measure

IMAGE CONSULTANTS WHO HAVE ATTENDED THE 6-DAY TRAINING WORKSHOP WILL ALSO RECEIVE:

- PowerPoint presentation on CD
- Practical hands on training and evaluation
- A formal meal to accommodate table etiquette training
- An accredited Colourworks International Image Consultants Certificate
- An option to be affiliated to Colourworks International
- Membership of APICSA
- Individual training or in a group
- Invitation to the annual Colourworks International Conference
- Business support and client products

PARTICIPANTS WILL BE REQUIRED TO BRING ALONG THE FOLLOWING:

- Pen and coloured pencils
- Note Pad
- Tweezers and a pair of small blunt-nosed scissors
- Tissues and cotton buds
- Mascara

DURATION OF THE COURSES

6 full days

Time: 09h00 – 15h30 daily

Included: All teas and lunch

- All venues offer safe parking •

COMMENTS FROM TRAINED COLOURWORKS IMAGE CONSULTANTS

'Thank you - enjoyed the training so much.'
Ser Lee Teo Miss Singapore Protocol Academy Singapore Asia

'Outstanding training!'
Kagiso Maleka Entrepreneur JHB

'I have learnt so much and enjoyed the course immensely!'
Kamala Rajan Corporate trainer -Singapore

'A very beneficial course. It will help me to a higher level of my life!'
Dr Ho Choon Moy Gynecologist -Kuala Lumpur, Malaysia

'Ek het die kursus so baie geniet en baie geleer- dankie'
Danielle Landman Make Up Artist and Lecturer - Bloemfontein

'Positive and extremely informative, opens a lot of new doors and avenues for my work!'
Deborah Ellis Image Consultants -The Motivation Club JHB

"So opgewonde en het so baie geleer- dankie!"
Annemarie Herold Gaberone Botswana

'Wonderlik leersaam!'
Gerda Du Plessis -Make up Artist and Winner Bridal make up 2006 'Making faces' Parys

'Thank you so much – I have learnt so much!'
Lynne McMaster – HR Woolworths, Durban

'Thank you Anne for your dedication and loving personality. You are a blessing. Your sincerity and generosity will always be remembered – your professional touch was the value added service to our course!'
Dolly Chung – Business Director for Express Colours Mad, Mauritius

'Wonderful, inspiring, well prepared and most worthwhile – thank you! We are so pleased we chose Colourworks International for our training!'
Dominique Lim How – Owner and Therapist of Finesses Beauty

Many capable men and women are disqualified from job opportunities,
simply because they DO NOT LOOK THE PART...'

CONTACT DETAILS

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PROFILE

ANNE DREYER

Image Consultant, Motivational Speaker, and Life Coach



Anne Dreyer is the founder of South Africa's first image consultancy, 'Beauty and Colourworks' and 'Colourworks International' (est. 1984).

Beauty and Colourworks, the first total makeover salon in South Africa, was a large and successful business in the heart of Umhlanga Rocks, KZN. The salon offered a variety of services relating to image development including a beauty salon, hair salon, nail bar and a comprehensive clothing boutique all under one roof, employing up to 17 trained professionals.

In 1994, Anne sold her Beauty and Colourworks business as an ongoing concern and relocated to Portugal. Anne established Colourworks International in the Algarve, addressing and training companies and foreign embassies in corporate image development. During this time, Anne also opened a boutique, importing and exporting women's designer wear.

Since returning to South Africa in 1995, Anne opened 'TV Promotions', a business where she trained aspirant TV presenters and simultaneously established a training school for Image Consultants and Make-up Artists, under the Colourworks International brand.

In addition to running a successful Image Training Academy, Anne also offers her services as a personal coach to many Blue Chip companies and presents and trains employees in developing their personal skills, including image, verbal and non-verbal communication, emotional IQ and personal development.

Anne is a highly respected presenter and motivational speaker and has trained, entertained and motivated thousands in South Africa and abroad.

ANNE'S QUALIFICATIONS INCLUDE:

An Higher Education Diploma from Potchefstroom University, an MBA and is a qualified Image Consultant (California, USA), qualified Beauty Therapist (Austria) as well as a qualified Make-Up Artist and Stylist. Her make-up has graced many South African magazine covers.

Anne holds a SAADA (South African Academy of Dramatic Arts) qualification in TV Presentation, Public Speaking and Personal Development and is also freelance journalist and the Women's Page writer for the Umhlanga Globe, a Personal Coach, International and Keynote Speaker.

Anne has published six books and is an accredited member of AICI - The Association of Image Consultants International, USA.

Anne has recently founded APICSA, the Association of Professional Image Consultants South Africa and is an accredited member of NSA Professional Speakers and Trainers, USA.

Anne has run Colourworks International since 1984 and has a large, high-profile client base. Anne lives and teaches Coco Channel's dictum:

*"You can be ravishing at 20
Charming at 40,
OR ... IRRESISTIBLE, FOR THE REST OF YOUR LIFE!"*

HER MISSION STATEMENT

Anne believes that every person has the ability to reach the pinnacle of their full potential, both in their careers and in their personal lives by empowering themselves with people skills to obtain personal wealth.

"Success in getting, keeping and advancing in a job depends 85% on PEOPLE SKILLS and only 15% on technical knowledge."