



COLOURWORKS INTERNATIONAL

The Image Consultants Training Academy



TRAINING WORKSHOP OUTLINE

Presented by Anne Dreyer Erasmus

Qualified Colour & Image Consultant (Calf.USA)

Founder and Principal Member: Colourworks International

Accredited member of AICI (Association of Image Consultants International) USA

Founder of the Image Training Academy of South Africa and APICSA

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.
- Both for the individual as well as corporate world.
- And to become a qualified: Colour and Image Consultant. (Certified by: Colourworks International).

OUTCOMES

- To apply the skills of: colour coding, make-up and eyebrow shaping.
- To be able the learner to determine the clients correct face shape and to advise the correct hairstyle and glasses to suit.
- To obtain the necessary skills, to do body analysis, personality dress and style.
- To learn how to become a personal shopper and wardrobe planning.
- Gain a general knowledge of the history of the fashion industry, new trends and corporate culture.
- Learn voice modulation, body language as well as social and business etiquette.
- Business and communication skills.
- To enable the learner to expand on their other skills / businesses... or to seek employment in related image consultancies, or to be self-employed.

“Love what you do and you will never have to work a day in your life!”

THE TRAINING

The following material will be covered over the duration of six days:

MODULE 1

- This history of 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:

- Notes and diagrams;
- Full set of comparative drapes;
- Full set of colour swatches;
- 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 Commers';
- Body line and style analysis.

Practical applications: Students to bring along 1 model each, as well as a fashion magazine.

The module includes:

- Notes;
- Tape measure;
- Style manual and client handout;
- 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;

The module includes:

- Notes;
- Professional make-up brush set;
- Make-up wedges;
- Make-up puff;
- Basic make-up kit – 3 palettes

MODULE 4

Practical applications of Colour Coding and Make-Up: Students are to bring 2 'models' each.

The module includes:

- Colour charts;
- Client information

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 – students to bring along a suitcase and some clothing.

The module includes:

- 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;
- 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:

- Notes & 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:

- Diagrams & notes;
- Before & after photo.

MODULE 8

- Communication skills including voice modulation;
- Business English;
- Presentation skills – introduction;
- Presenting yourself!

Practical applications: Preparing your '30 second commercial'. Telephone and cell phone etiquette.

The module includes:

- Notes & CD

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;
- Your business plan and business opportunities;
- Starting up your own business;
- Your brand name and mission statement;
- Colourworks International affiliation and franchising opportunity;
- Application for membership to APICSA
- Evaluation

Practical applications: Sit down formal meal.

The module includes:

- Graduation and handing over of certificates to the newly qualified Image Consultants.

YOUR COURSE INCLUDES:

- A full set of drapes on two rings;
- Full training manual and diagrams;
- Professional make-up brush set;
- Professional basic make-up set;
- Make-up wedges and puff;
- PowerPoint presentation on CD
- Colour swatches;
- Laminated visuals;
- Book: "Darling, I have nothing to wear", written by Anne Dreyer
- Book: "Darling, which fork do I use", written by Anne Dreyer
- Tape measure;
- Practical hands on training and evaluation;
- Venue and refreshments;
- Safe, undercover parking;
- A formal meal – to accommodate table etiquette training;
- Recognised certificate;
- APICSA membership;
- Conference invitation annually;
- Back-up and 'client products'



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 an 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

A 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 a freelance journalist, writing the Women's Page for the Umhlanga Globe. She is a Personal Coach and International keynote speaker.

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!"