



# COLOURWORKS INTERNATIONAL

The Image Consultants Training Academy



ASSOCIATION OF PROFESSIONAL  
IMAGE CONSULTANTS OF SOUTH AFRICA

## **IMAGE CONSULTANTS TRAINING COURSE – 6 days Corporate Image and Etiquette!**

**Presented by:**

**Anne Dreyer and appointed Certified Colourworks International Trainers  
Personally trained by Anne Dreyer`**

### **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 business and communication skills
- To expand and develop personal and business skills

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 and Flow-Colours 6 Seasons

#### **The Module includes:**

- ✓ Full set of comparative drapes ladies and men
- ✓ Full set of colour swatches
- ✓ Colourworks international branded tote 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' and our new ZGen!
- Body line and style analysis

### The module includes:

- ✓ All notes
- ✓ Tape measure
- ✓ Style book
- ✓ Laminated posters

## Module 3:

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

### The module includes:

- ✓ All notes
- ✓ Complete professional Kryolin 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:

- 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:

- ✓ basics of fragrance
- ✓ All notes and diagrams

## Module 7:

- Personal development basic. introductory
- Corporate culture / business dress
- Basic 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
- Your 30sec commercial
- 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 Simple Business Plan
- A mission statement
- Colourworks International affiliation
- 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 four rings
- Comprehensive training manual
- Make-up cape
- A full set of professional make-up brushes
- Make-up wedges and puff
- Colour swatches
- Laminated visuals
- The book 'The 5 languages of Image', 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 memory stick
- Practical hands on training and evaluation
- A formal meal to accommodate table etiquette training/wine tasting
- An accredited Colourworks International Image Consultants Certificate
- Individual training or in a group
- 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
- 2 old fashion magazines
- Tissues/ facial wipes and cotton buds
- Mascara
- Memory Stick

The rest is supplied by the academy

### DURATION OF THE COURSES

5- -6 full days ( We may decide finish a little earlier on the Saturday to accommodate students who have to travel)

Time: 08h30 – 16h00 daily

Included: All teas and light 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

*'The whole course was phenomenal and exceeded my expectations'*  
Refiloe Olifant - Johannesburg

*'One of the most informative courses I have attended – very professional'*  
Arlene Smit- Former buyer for Miladys

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

*'The Style and Image course was amazing. Great and highly recommended. Thank You Colourworks'*  
Nettie Lubbe

*'Anne a your passion and dedication to excellence will have a lasting impression on me'*  
Miranda-Jane Barnard

*"Course was very well presented - money can't buy this"*  
Lynette Strydom

*'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

Founder of Colourworks International  
Image Consultant, Motivational Speaker, and Life Coach



**Motto:** *Irresistible for the rest of your life!*

Internationally acclaimed Author, Speaker, Image and Etiquette Expert, Anne Dreyer walks the talk, sharing her dictum '*Irresistible for the rest of your life*' - as she infects her audiences with her warm personality and tangible style, training and inspiring her audiences from her personal life's experience as a successful business woman, and entrepreneur. Nominated Business Women of the year, and the recipient of 'The Best International Trainer in Singapore 2011/2012'

Anne founded Colourworks International, South Africa's first Make over Salon, and Image Consultants Training Academy in 1985 - and who trains image consultants from all over the world, with training and talks presented throughout South Africa, Singapore, USA, China and Australia.

Anne is the founder and Foreign Ambassador of APICSA, The Association of Professional Image Consultants in South Africa and a founder Professional Member of PSASA Professional Speaker Association of South Africa. She is the appointed External Examiner for IBICA International Beauty and Image Consultants in Singapore, and board member and advisor for GIGCA.

Anne is a qualified teacher (HED) and holds a MBA, is a qualified Master and Image Consultant, and is a qualified beauty therapist, makeup artist and a Personal Development Coach. She is the author of 6 best sellers!

. As sought after speaker, and coach, her clients include many Blue Chip Companies and successful individuals. Anne believes every person can blossom just where they are planted equipping themselves with 'People Skills' which never become redundant...and believing that every person can reach the pinnacle of their personal and business life...and be irresistible forever!  
She leaves her mark on all who is fortunate enough to hear and meet her.