



Monday 2 November  
Radisson Blu Hotel, Edinburgh

# THE PROGRAMME

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**08.30** Registration desk opens  
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**09.15** Welcome by Creative HEAD publisher, **Catherine Handcock**  
and UK managing director of Goldwell and KMS, **Nick Wood**  
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**09.40** BRAND POWER  
Pr and branding guru **Harriet Evans** will help kick-start your  
2010 marketing plans and arm you with fresh ideas to give your  
salon ultimate stand-out.  
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**10.00** RETAIL THERAPY  
Retail expert **Jon MacLeod** reveals the 'new consumer' and  
explains how you could be cashing in on prescriptive haircare.  
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**10.20** REFRESHMENTS  
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**11.00** POWER HALF-HOUR  
From a unique interactive consultation tool to online shopping,  
web-based bookings and high-speed SMS action, find out  
how **Style Account** can help turn your salon into the hub of  
the community.  
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## 11.30 KEYNOTE SPEAKER

Get set for an eye-opening interactive session with salon expert **Jeff Saylor**, who'll be shining a spotlight on the highs and lows of the client experience.

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## 12.30 WORKING LUNCH

Enjoy a tasty lunch while browsing SALON SMART's lively market place, hosted by top hairdressing business brands including **KeraStraight**, the latest evolution in Brazilian Keratin straightening treatments; interactive software specialist, **Style Account**; and precision-engineered scissors specialist **Leader-Cam**.

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## 14.00 POWER HALF-HOUR

Discover the force of **Millennium Software**, and what its salon packages, designed to help maximize business by monitoring client visits, average spend, staff productivity – and more, could do to your bottom line!

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## 14.30 THINK TANK

Recruitment, management, training, employment issues... Have your real-life **staffing dilemmas solved** live onstage by a crack team of business experts.

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## 15.30 REFRESHMENTS

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## 16.00 EXTRAORDINARY PEOPLE

**Charles and Karen Dodds** spearhead an award-winning 5,000sq ft salon and manage a 46-strong team. Join this dynamic duo as they tell their captivating tale, reveal their best business moves and share interior design secrets. Plus, don't miss details of their new venture and the chance to have your questions answered!

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## 17.30 EVENT CLOSES

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