

# 2010 SALON SMART

head

GOLDWELL

KMS  
california  
express yourself

Millennium

BALMAIN  
HAIR

KeraStraight

MATSUBAKI COLLECTION

brandstew

WILLY HOUSE

okitomba

easydry

**25 & 26 APRIL**

**PARK PLAZA RIVERBANK HOTEL, LONDON**

## THE PROGRAMME

### SUNDAY

13.00 Registration opens

16.00 Welcome from Creative HEAD publisher,  
**Catherine Handcock**

16.05 **ZOË'S WORLD**  
Session stylist Zoë Irwin on how to turn catwalk chic into your commercial gain.

17.45 FREE TIME

19.00 **CHAMPAGNE RECEPTION**

20.00 **DINNER AND HAIR SHOW**  
Zoë Irwin demonstrates the most exciting looks from the spring/summer and autumn/winter 2010 collections.

22.30 **MEET ZOË AND HER MODELS**

# THE PROGRAMME

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## MONDAY

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**09.00** Welcome by Creative HEAD publisher, **Catherine Handcock** and UK managing director of Goldwell and KMS California, **Nick Wood**

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**09.20** **TWITTER YE NOT?**  
Could Twitter help you secure an extra ten clients on a quiet afternoon? **Handpicked Media** reveals why this modern phenomenon is a uniquely powerful business tool.

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**09.40** **THE JOURNEY**  
**Andrew Barton** – the stellar television hairdressing star is now owner of a successful London salon. Learn about a true business evolution.

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**10.00** **EXCELLENCE IN NUMBERS**  
Cutting-edge, growth-boosting business solutions from salon software giant, **Millennium Software**.

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**10.30** Refreshments

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**10.45** **SMART TALK**  
SALON SMART's interactive workshops – from launching your own haircare brand with **Brand Stew** and learning about PR with Goldwell's PR experts **Harriet Evans** & **Sam Field**, to smart ways to reduce costs with **The Utility Warehouse Discount Club** and gaining a unique insight into your business with **Kitomba Salon HQ**, the choice is yours.

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**11.30** Keynote session  
**CULT TO COMPULSION**  
Trevor Sorbie, MAC Cosmetics, Crème de la Mer, now St Tropez's CEO... branding authority **Michelle Feeney** can help turn your business into one of a kind.

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# THE PROGRAMME

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## MONDAY

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12.30

### WORKING LUNCH

Network over lunch while browsing SALON SMART's lively marketplace, hosted by top brands including **KeraStraight** – see the results of the Advanced Brazilian Keratin Straightening Treatment; **Balmain Hair**, showcasing its volume-enhancing *Système Volume*; **Matsuzaki**, revealing its limited-edition, Matteck Scissor line; and **Easydry**, showing its award-winning eco-towels and tint-resistant capes.

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14.00

### THINK TANK

In hard times, savvy salon owners look for innovative ways to boost business. Discuss your creative solutions with our expert team: **Andrew Barton, Michelle Feeney, Leila Wilcox** and **Nick Wood**.

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15.00

### SMART TALK

A second opportunity to take part in SALON SMART's interactive workshops.

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15.45

Refreshments

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16.00

### A WINNING FORMULA

Discover the highs, hardships and top secrets behind the award-winning **HOB Salons'** triumphant journey.

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17.30

Close

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