



New Zealand Federation of Image Consultants Annual Conference

Date: Friday 15 - Sunday – 17 October 2010

Venue: James Cook Hotel Grand Chancellor

Theme: People, Passion and Personality

Pre-conference Workshop:

Sue Nicholson - Spiritual Development
Clare Maxfield – How to write a book

SPEAKERS:

Maria Cuci - Personal Branding
Lynnette Flowers - Networking
Samantha Hannah – Sustainability
Denise Ng - Singapore
Catherine Smith - Auckland

GALA DINNER –

GUEST SPEAKER: Sue Nicholson

FASHION PARADE

Wellington Designers:

Ashley Fogel
Starfish
Robyn Matheson
Minx Shoes
Kookys Fashion

EXHIBITORS

Trade Aid
Clare Maxfield



FRIDAY 15 October

Registration Desk opens mid—day

PRE CONFERENCE WORKSHOPS:

Workshop 1 Sue Nicholson - Spiritual Development \$150.00
Time 12.30 – 4 pm (includes afternoon tea)
Chakras, Auras, card reading, mediation,
message from spirit; meet your guides and angels

Workshop 2 Clare Maxfield - How to write a book \$99.00
Time: 2 – 4 pm (includes afternoon tea)

Clare will cover

1. 7 key mistakes authors make
2. Protecting your Intellectual property
3. How big should your book be?
4. Keys to how to lay it out
5. Keys to planning your chapters and content
6. How to write your content
7. How to AIM for the media

The session has been approved for .2 CEU's through AICI
(Association of Image Consultant International)

5 pm Official Opening and Cocktails

SET THE SCENE -

FREE EVENING:

Dinner with the President - Christine Fromont (at own cost)
Shopping
Show



SATURDAY 16 OCTOBER

- 9.00am – 10.00am Maria Cui - Personal Branding - **Personal Branding** -
- This session on “**Personal Branding**” will walk you through how others perceive us. Show you the importance of developing and delivering a congruent personal brand. The session will cover the information you need to take your business message to the next level.
- 10.05am – 10.25am Morning Tea
- 10.30am - 11.30am Denise Ng - Singapore -
Working with the Asian Culture and Feng Shui
- 11.30am - 12.30pm Exhibitors Tables
- 12.00 noon Lunch
- 12.30pm – 2.00pm Fashion Parade
- 2.30pm – 3.30 pm **Workshop 1**
Lynnette Flowers – How to Network to grow your business
Tips and pointers on how to grow your client base, through the skills and techniques of networking
- Workshop 2**
Catherine Smith - How to work with the Media. Understand the difference between PR, paid advertising and sponsored editorials; learn how to work with editors/producers to generate story ideas and angles; decide whether your strength is being the story vs making the story; tips on how to produce and style for photo shoots or shopping stories; and learn what makes a compelling story for readers/ listeners /views (plus essentials of good writing).
- 3.30pm – 4.00 pm Kooky Fashion – Update
Cushla Reid - Owner/Designer of Minx Shoes
- Afternoon – exhibitors
- 6.15pm **Pre-dinner drinks in Whitby’s Restaurant**
- 7.00pm Gala **Awards Dinner** “ Dress as your favourite Personality”
- Speaker: Sue Nicholson from *Sensing Murder* – “My Personal Journey”



SUNDAY 17 October

9.00am -10.00am

Stylish and Sustainable – Sam Hannah
Environmentally conscious fashion and beauty tips

We all love fashion & beauty especially how accessible it is today. But have you thought about the effect fast turn fashion has on the environment; and our own health?

There is a reason that sustainability has become a global movement, changing the views of most industries in the world. You too can become *Stylish and Sustainable* without looking like a tree-hugging hippie, and you never have to let go those girly luxuries!

10.30 – 11.30

How to make a good presentation - Maria Cuci

or

Workshop 2 - Catherine Smith - Wardrobe Organising

Extend your opportunities for income and client repeat business. Learn from one of New Zealand's most experienced professional organisers how to assess, purge and organise wardrobe space (the five steps to making SPACE); design and storage tips to make the most of limited space; insider's guide to the best resources.

11.30

Mary Cox – Education from TFIC qualifications

12.30 pm

AGM
Official Close – Next Conference



SPEAKERS' PROFILES

MARIA CUCI - Sydney - Australia



Maria is the founder and Director of Your Personal Style Coach and specialises in Personal Style Coaching, Image & Personal Branding Strategies.

Maria is an Internationally Certified Professional Image Consultant, is a member of the Association of Image Consultants International (AICI) and the Vice President of Marketing for AICI Sydney.

She is the only Image Consultant in the Asia Pacific Region Certified as a 360Reach Branding Strategist. Maria is a certified Master Results Coach and NLP Practitioner and Trainer.

SUE NICHOLSON



Sue is a gifted psychic medium who has been connecting with the spirit world since she was a child. Sue is clairaudient, clairsentient and clairvoyant (she hears, feels and sees spirits) She often takes on the persona of the spirit she is channeling and lets the spirit write using her hands. Sue also uses her hands to connect with the energy of a person or place.

Sue has been working full time as a psychic medium over the past 18 years. She appears on the TV2 show *Sensing Murder* and on TV1's *Good Morning* every Monday morning.

DENISE NG - Singapore –



Denise Ng is founder and managing consultant of Singapore image consultancy ImagoImage. Denise has 15 years international experience in personal and corporate image. New Zealand-born and raised, she has lived and worked in many of the major cities of the world: Auckland, Bandar Seri Begawan (Brunei), Hong Kong, Kuala Lumpur, Singapore, Karachi, London and New York where she has had substantial exposure to corporate, professional and diplomatic circles. With her wealth of personal experience, Denise brings insightful cross-cultural advice and a uniquely global Asian-Western perspective to her corporate and private training in business and social etiquette, communication and dress. Denise is the current AICI South-Asia-Singapore Chapter President (2009-2011). She was originally trained in the UK by TFIC Founding President Pat Scott Vincent.



CATHERINE SMITH –

Editor of “Simply You Living” and Deputy Editor “Simply You”



Catherine had 20 years in marketing and advertising and decided to establish herself as a professional organiser, helping people simplify their spaces, de-clutter and enjoy their stuff. Somehow this developed into a career writing and styling for magazines, helping people groom their houses for sale, and teaching workshops around the country. Catherine is currently editor of *Simply You Living*, writes on real estate and houses, among other things, for *The New Zealand Herald* and published her first book, *Home Staging in New Zealand: Grooming your house for Sale* in September 2007.

Lynnette Flowers - Dragonfly Enterprises Ltd –



Lynnette has a Bachelor of Arts and was a secondary school teacher for over 25 years before venturing into the world of business in 2001.

Lynnette runs training workshops for networking. Lynnette won Highly Commended Networker of the Year in 2004 at the New Zealand 2004 Her Business Businesswoman of the Year Awards.

Lynnette’s passion is to team up with less fortunate countries to build houses in the auspices of “Habitat for Humanity”.

CLARE MAXFIELD AICI CIP - Melbourne, Australia –



Clare Maxfield AICI CIP is an international award winning Image Consultant and the bestselling author of 5 books.

Clare's career has spanned through fairly diverse fields where she has worked as a model, flight attendant, personal and professional trainer and image stylist for some of Australia's most successful companies. Sitting on the International Board of Directors for the Association of Image Consultants International, Clare finds herself not just working with her clients here in Australia and New Zealand but consulting to Image Consultants from all over the globe. Clare’s series of books have been translated into various languages around the globe with “Getting Gorgeous” becoming a bestseller.



Samantha Hannah –

Fashion & Beauty Editor of Fishhead magazine,
Radio host on X105 - Fashion Fix with Sam.



Samantha is incredibly passionate about women finding their perfect personal style, naturally. Having spent many years in the fashion industry, both as a model, stylist and designer, Samantha has formed an ambivalent relationship with beauty and fashion; especially the effects it has on the environment and women's health - both mental and physical.

Mary Cox - Australasian Image Institute



Mary is a Fellow of Federation of Image Consultants in UK and holds Master status in the image Industry.

She is an author of 2 best selling books and a familiar face on TVNZ for many years covering fashion, health, and beauty.

Mary is the Stylist to Maggie Barrie and other favourite television personalities.

Corporate health and wellness therapies are further fields in which Mary is an expert.