
Seminar Programme 2011



ASK Education embodies our belief in the power of knowledge to shape futures.

Using the latest learning tools we equip our hairdressers with all the technical and business skills they need for professional success.

So, every single day we inspire creativity, unlock potential and nurture personal growth.



Dear partner,

Having spent my whole working life in this exciting industry, I know how demanding and how rewarding it can be. As with all creative endeavours, it's incredibly dynamic with new trends, innovations and regulations emerging all the time. So, to stay relevant, we must move with it.

This is the inspiration behind ASK Education. As our manifesto so neatly encapsulates, it's a learning system tailored around the technical and business knowledge we need to have at our fingertips.

With a radically streamlined structure, stimulating interactive content, ground-breaking seminars and flexible access - we've evolved the whole operation into a new benchmark in global education.

So, whatever your experience, you'll find real inspiration, expert motivation, practical forums and a host of new ways to enhance your professional skills so you can map out a career of continued growth and success.



Simon Ellis
Director
Global Professional Partner Services

Knowledge is

Our belief in empowerment means we have a passion for sharing knowledge. Nowhere is this more evident than online.

ASK Education offers free and unrestricted access to a highly sophisticated resource of innovative, relevant and dynamic materials, when and where it suits each individual.

Technical Online Content:

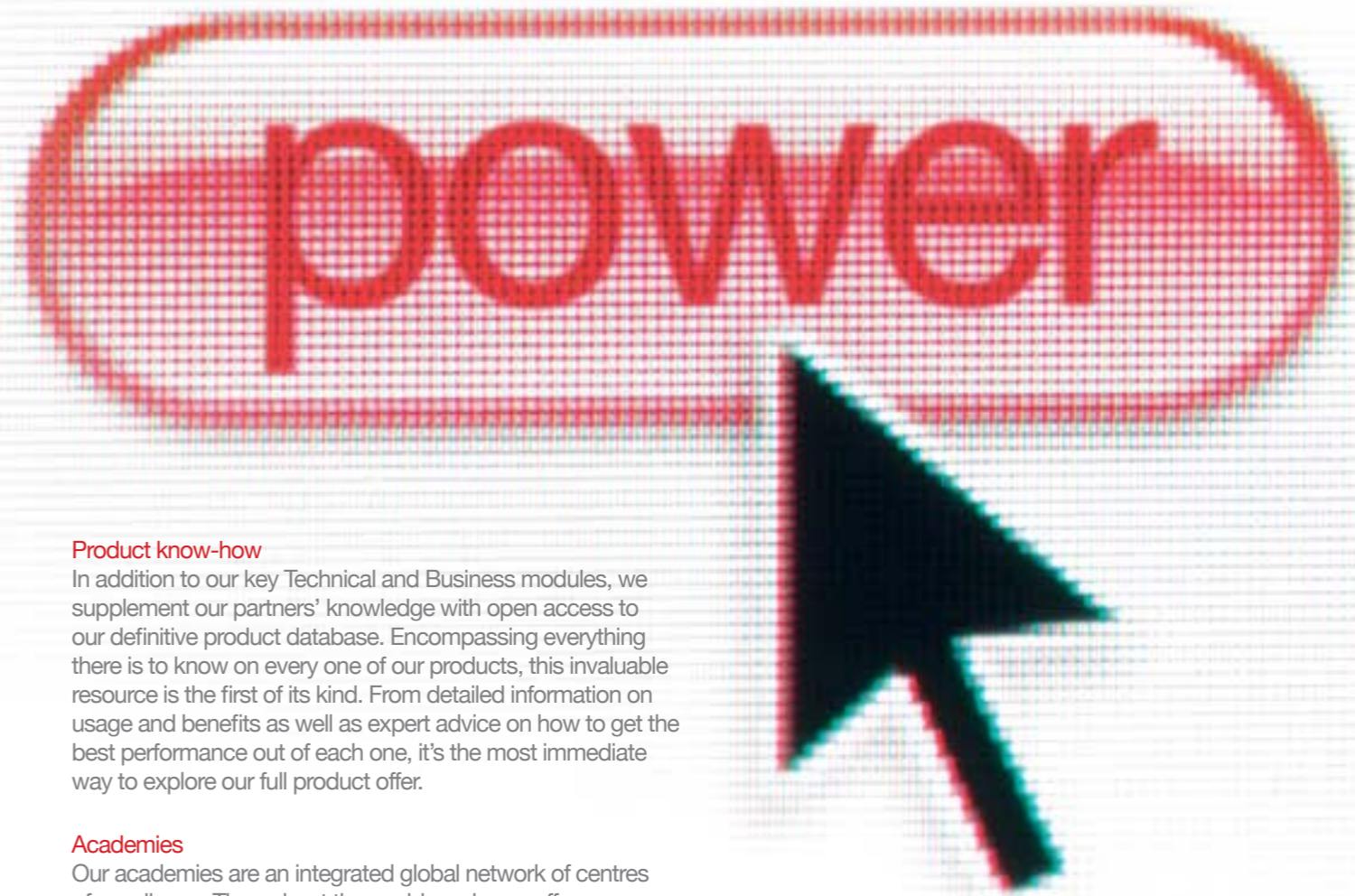
To stay fashion forward, trend aware and service sensitive, today's successful hairdresser must build an impressive personal folio of technical skills. With online articles and tutorials on every key area, you have it all here at your fingertips.

1. Care
2. Colour
3. Form
4. Finish
5. Essential Skills
6. Essential Looks

Business Online content:

To ensure your business gets off on the right foot and then runs like clockwork you need the rigor and expertise of a professional. With access to expert advice on marketing strategies and growing your client base as well as insider tips on team building and motivation, we cover all the crucial areas you need.

1. Team
2. Money
3. Legal
4. Marketing
5. Clients
4. Management



Product know-how

In addition to our key Technical and Business modules, we supplement our partners' knowledge with open access to our definitive product database. Encompassing everything there is to know on every one of our products, this invaluable resource is the first of its kind. From detailed information on usage and benefits as well as expert advice on how to get the best performance out of each one, it's the most immediate way to explore our full product offer.

Academies

Our academies are an integrated global network of centres of excellence. Throughout the world, each one offers a stimulating professional environment in which to learn as well as a rich source of inspiration and ideas exchange. To check out exactly what we offer and where, our Academy listings will give you all the up to the minute information you need on our facilities and programmes as well as a Schwarzkopf partner salon finder.



NATIONAL TECHNICAL SEMINAR

GAUTENG

Johannesburg
– Midrand

March

- 07 Freestyling Morning
Demi-design Afternoon
- 08 Challenging Blondes
- 22 Colour Confidence
- 28 Green Evolution

April

- 11 Inspirational Form
- 12 Operator Excellence

May

- 09 Power of Caring
- 16 Challenging Blondes
- 17 Freestyling Morning
Demi-design Afternoon
- 25 Colour Unplugged
- 26 Colour Unplugged
- 31 Inspirational Form

June

- 13 Royal Colourist
- 14 Royal Colourist
- 27 Royal Colourist

Johannesburg
South

March

- 08 Challenging Blondes
- 28 Inspirational Form

April

- 11 Green Evolution

May

- 16 Challenging Blondes

June

- 27 Colour Confidence

NATIONAL TECHNICAL SEMINAR

GAUTENG

Pretoria

March

- 07 Colour Confidence
- 28 Challenging Blondes

April

- 11 Freestyling Morning
Demi-design Afternoon

May

- 16 Green Evolution

June

- 01 Colour Unplugged

NATIONAL TECHNICAL SEMINAR

WESTERN CAPE

Cape Town

March

- 07 Colour Confidence – Belville Golf Course
- 08 Challenging Blondes
- 28 Power of Caring
- 29 Challenging Blondes

April

- 04 Inspirational Form
- 05 Freestyling Morning
Demi-design Afternoon

May

- 09 Green Evolution
- 10 Green Evolution
- 16 Freestyling Morning
Demi-design Afternoon

June

- 20 Royal Colourist
- 21 Royal Colourist
- 27 Royal Colourist

NATIONAL TECHNICAL SEMINAR

ORANGE FREE STATE

Bloemfontein,
Kroonstad, Welkom

April

- 18 Challenging Blondes (B)
- 20 Colour Unplugged (B)

June

- 20 Freestyling Morning
Demi-design Afternoon (B)
- 22 Freestyling Morning
Demi-design Afternoon (W)

Kimberley,
Uppington

March

- 16 Colour Unplugged

May

- 23 Challenging Blondes (K)
- 24 Challenging Blondes (U)

June

- 20 Freestyling Morning
Demi-design Afternoon (K)
- 21 Freestyling Morning
Demi-design Afternoon (U)

NATIONAL TECHNICAL SEMINAR

EASTERN CAPE

East London,
Port Elizabeth

March

- 14 Challenging Blondes (EL)
- 16 Challenging Blondes (PE)

May

- 23 Colour Confidence (EL)
- 25 Colour Unplugged (PE)

June

- 20 Freestyling Morning
Demi-design Afternoon (EL)
- 22 Freestyling Morning
Demi-design Afternoon (PE)

NATIONAL TECHNICAL SEMINAR

KWAZULU NATAL

Durban, Newcastle, Pietermaritzburg,
Richards Bay, Scottsburg

March

- 07 Challenging Blondes
- 14 Challenging Blondes (R)
- 16 Challenging Blondes (P)
- 22 Power of Caring

April

- 04 Inspirational Form
- 11 Green Evolution
- 20 Colour Unplugged (N)

May

- 03 Colour Confidence
- 09 Power of Caring
- 11 Colour Unplugged
- 16 Freestyling Morning
Demi-design Afternoon (S)
- 30 Freestyling Morning
Demi-design Afternoon

June

- 06 Challenging Blondes
- 07 Operators Excellence
- 13 Royal Colourist
- 14 Royal Colourist
- 27 Royal Colourist

NATIONAL TECHNICAL SEMINAR

COUNTRY AREAS

Klerksdorp,
Potchefstroom

March

- 14 Challenging Blondes (K)

May

- 09 Freestyling Morning
Demi-design Afternoon (P)
- 11 Colour Unplugged (K)

Lepalale,
Ellisras, Ermelo

April

- 18 Challenging Blondes (EL)

June

- 06 Challenging Blondes
Morning (ER)
- 08 Colour Unplugged (ER)

Polokwane,
Tzaneen

April

- 18 Inspirational Form (T)
- 20 Freestyling Morning
Demi-design Afternoon (P)

May

- 23 Challenging Blondes (T)
- 25 Colour Unplugged (T)

Nelspruit

March

- 15 Challenging Blondes

April

- 04 Colour Confidence
- 06 Colour Unplugged

#1 Challenging Blondes

1 day

Going blonde is always a challenge. Blond me... truly understands all the needs of blonde hair. Blond me... truly respects that blonde is more than just a hair color. This is a compact seminar on how to work with Blond me..., and how to overcome obstacles when it comes to creating blondes. Learn about the fundamental ways of highlighting, bleaching and toning through a practical session. Dare to go blond...

#2 Colour Confidence

1 day

This seminar includes a broad overview of the science of the hair, Igora royal numbering system, and manufacturers instructions and of color consultations. This will be your cemented foundation to great color results.

NATIONAL TECHNICAL SEMINAR

#3 Colour Unplugged

Evening sessions

This evening session presents the latest Essential looks coloring and cutting techniques brought to you from the top catwalks around the world, to inspire you to give your clients the latest's hair trends they so desire, giving you a reputation as a fashion-focused, trend aware hair professional.

#4 Demi-design

½ day

This seminar will provide you with all the knowledge needed to understand and successfully apply demi permanent color, opening a new and exiting world to your salon, including a practical approach to the class.

NATIONAL TECHNICAL SEMINAR

#5 Freestyling

½ day

A seminar introducing the stylist into the inspiring world of finishing aids, letting loose the creative architect inside. Bringing to the chair technical knowledge to make you a styling expert. The seminar will give you a clear understanding of the potential of retailing styling aids.

#6 Green Evolution

1 day

The Essensity range fulfills all the special demands regarding products and services being 'green'. We can't neglect beauty and the love of fashion, but also understand our responsibility towards nature. This seminar will provide you with extensive knowledge on the Essensity range and the 'green culture, creating awareness and a market for this world-first product.

NATIONAL TECHNICAL SEMINAR

#7 Inspirational Form

1 day

This course outlines the considerations necessary in order to design a successful style with the aid of forming products and techniques, mastering the art of additional services and possibilities. This class will have a theoretical and practical approach.

#8 Operator Excellence

1 day

This one day course has been specifically designed for the salon operator only. This unique class provides you with the fundamentals of care as well as communication skills and basic salon ethics.

NATIONAL TECHNICAL SEMINAR

#9 Power of Caring**1 day**

A seminar which will provide comprehensive technical knowledge to ensure the correct prescription of Bona-cure as well as bc style products for the clients individual needs. Through in-depth consultation methods you can create the demand for Bona-cure and bc style retail by the client, which will lead to business growth for both the stylist and the salon.

#10 Royal Colourist**3 day**

The Schwarzkopf Royal Colourist seminar represents a gold standard in color education with an innovative delivery method, the focus of this seminar is not only on the classroom learning but also a practical hands-on experience, where stylists will be doing a model, and practically applying the knowledge they have gained, and experiencing the worlds of international standards. Please note only for qualified stylists and has to have attended and passed, Colour Confidence, Demi- design, Challenging Blondes and Essensity.

NATIONAL TECHNICAL SEMINAR

#11 SEAH World**1 day**

This seminar delivers technical knowledge providing a platform to reflect on the perfect recommendation of indulging products for the individuals needs. Creating a desire for the client to experience multi-sensory holistic hair care. Including massage techniques.

A new beginning

We have always believed that education is the engine that drives a rewarding career and successful business. It was this ethos that inspired us to create ASK Education, a flexible yet cohesive learning system that meets the needs of independent hairdressers.

Since our inception in March 2008, we have grown and evolved worldwide, until today we have 50,000 active users who look to us as their primary source of information on the very latest industry news, expert views and indispensable business resource.

Every single one of these relationships have enriched how ASK Education has evolved. Listening to the feedback from our partners has helped us hone our system so that now we are launching a progressive new flexible structure.

Today, ASK Education directly addresses the most pertinent needs of our partners. The dual pillar programme now offers streamlined content for all levels, based on the vital technical and business aspects of our industry.

Technical education

From basic cutting, colour and style techniques to advanced skills for award-winning work, our technical expertise has got it all covered. Available through three complementary delivery channels, they convey a cohesive set of skills, bringing to life each subject through digital and live events and then reinforcing new knowledge with direct coaching

1. Online

With up-to-the-minute articles, professional guides and expert advice at your fingertips, all you need is a computer to access this unrivalled free resource when and where you need it.

2. Seminars

From fabulous catwalk shows in some of the worlds hippest destinations to local events tailored in response to market specific trends, our seminars bring expert theory to glamorous life. Each one a truly unmissable experience.

3. Coaching

To maximise the results of every seminar you take, our accomplished ASK Education advisors will follow-up with a one-to-one session at your salon. Here, they can answer your queries, assess your progress and generally help you put all you've learnt into action.

Business education

Having all the right technical skills is only half the story to being a successful hairdresser; good business practice is also crucial. This is why we offer an unrivalled scope of business modules delivered in three different ways. Together they form the building blocks to your success.

1. Online

Access to a vast library of invaluable resources including contract templates and calculation tools for hourly rates as well as the latest information on relevant legislation, will all help build your management confidence.

2. Seminars

Taught by leading industry experts, each of our seminars focuses on enhancing salon management skills through relevant and engaging subjects. Typical areas covered include setting up efficient systems, making sound financial decisions and employing strategies to maximize growth.

3. Coaching

To meet your salons' unique needs, we can arrange tailor-made coaching sessions with one of our expert business advisors who can help you assess your business' efficiency and create a specific plan of action with a series of tailored targets aimed at enhancing the overall performance of your salon.

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