



**IMAGE**

**2006**

**TIFIC**

**C O N F E R E N C E**

**FRIDAY 13**

**SATURDAY 14**

**OCTOBER 2006**

**THEOBALDS PARK**

**C H E S H U N T**

**HERTFORDSHIRE**



# IMAGE 2006 TFIC



Fashion Feng Shui:  
the power of dressing with intention  
Gerina Gaffney AICI, CIP, CPCC  
(above) & Evana Maggiore AICI, CIP

We are delighted to have Gerina Gaffney and Evana Maggiore, from the USA, to open our Conference. The innovative approach they have to image consultancy is sure to inspire and captivate you.

Fashion Feng Shui is based on the premise that clothing is your body's most intimate environment. So it considers your wardrobe to be as influential on your life as Feng Shui is on your home and business decor. This session adds a twist to style as we know it, and enables you to discover the confidence that dressing with awareness and intention brings.

In this fun and interactive workshop, Evana and Gerina teach you how to mindfully choose clothing that communicates in an authentic and harmonious way:

- who you are
- who you desire to be
- what you want to do
- what you desire to have.

You can then attract the people and possibilities that empower you to achieve your highest potential.

Gerina and Evana are co-founders of the Essential Life Design Group which offers a professional integrative training program for Holistic Image and Lifestyle Consultants.

[www.FashionFengShui.com](http://www.FashionFengShui.com)



Hats glorious hats!  
Jill Wilkinson

If the word 'hats' puts your head in a spin, this session is for you.

Jill is the magic milliner to the great and the good. As well as being an image consultant, she designs, sells and hires stunning headwear. To date, literally thousands of guests at royal garden parties, Ascot, weddings, and other events all over the world have acquired their special head piece from Jill.

Choosing the right hat can be a painstaking process – for clients and consultants alike. But with her thought-provoking, honest, and amusing presentations Jill tells us "if you want to get ahead, get a hat"!

Jill's session covers:

- the history of hats
- how to find the perfect hat or fascinator for your client
- hats as a new business opportunity
- getting yourself noticed with the right hat.

There is also the chance to look at and try on lots of hats.

Jill has been an image consultant since 1996. She is a regular guest on BBC Cambridgeshire; has advised on the image of politicians for BBC TV; is the fashion advisor for Sky's Shopping Channel; works with Mark Hayes from GMTV; and is the stylist for Embrace magazine.

[www.thefeel-goodfactory.co.uk](http://www.thefeel-goodfactory.co.uk)



Who are you? Discover your real self  
Claire Ferrari

Have you ever found yourself feeling angry, anxious or unloved so that it's difficult to move forward?

This 'Enneagram' session provides you with tools to understand the blocks that you, and your clients, may be holding on to, that are preventing the discovery of the real self and being everything you could be.

From this session you gain:

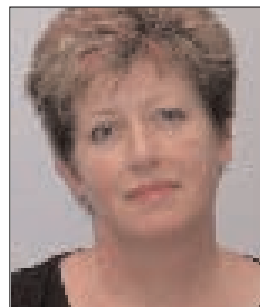
- more understanding about yourself
- more understanding of your clients
- more harmony in your life and your relationships.

Claire's expertise is in assisting others in their search for freedom from longstanding emotional and physical difficulties. She is passionate that the challenges we experience in life should not hold us back.

When you identify your own blocks, you can discover how they may be preventing you from reaching your full potential. This raised awareness also gives you an insight into the blocks your clients may have, and helps you to provide a better service to those needing an extra boost to their confidence and self esteem.

Claire promises that when you experience the liberation of removing your blocks, you will want to shout about it from the rooftops.

[www.ferrarijourneys.com](http://www.ferrarijourneys.com)



Fabric is King  
Polly Holman FFIC

Are we at the mercy of the designers? You bet we are! Do we have choices? Of course we do!

Fabric is king in garment design – not the after thought. The range of fabrics available today is astonishing. Each has its own qualities which make it suitable for certain designs over others. The skill we all need is to recognise those qualities, understand how to apply that knowledge, and educate our clients to make the appropriate choices for them.

The session covers:

- identifying the qualities of fabric
- the relationship between fabric and clients
- applying the science of fabric in an artistic way.

We talk about the 'tapestry' of life but fabric is more than a weft of time; it's fundamental to our consulting skills. Fabric is not just about texture, it's about structure and movement – a style dynamic that adds to, or detracts from, the overall image.

Polly has been an image consultant for twenty years. Her client base is eclectic, global and extensive. She is a past President of TFIC, Quality Assurance Controller for the Joint Award and a lecturer at the London College of Fashion.



Mind your Manners  
Sally Keay AMFIC

Social and business etiquette coaching is a rapidly growing market and, as image consultants, we are ideally positioned to take advantage of this potential new business area.

From top businessmen to 'ladies who lunch', the diverse range of potential clients means that there are opportunities for everyone whether you operate in the private or corporate sector. Experience in etiquette consulting provides a valuable addition to your core services, widens your client base and increases your income potential.

In this session Sally helps us to:

- understand the range of topics that are covered by social and business etiquette coaching
- discover how to identify and target potential clients in both the corporate and private markets
- learn how to use different etiquette training methods and tools and tailor our services to meet clients' needs.

Sally is an image consultant with many years experience in the corporate sector. She specialises in developing and delivering corporate business image and etiquette workshops. Sally is also currently a member of the TFIC Executive Board.

[www.clovaimage.com](http://www.clovaimage.com)

# Inspirational speakers, image resources and international networking. An unmissable two days...



'Getting' People:  
consulting beyond the physical  
Evana Maggiore AICI, CIP (above)  
and Gerina Gaffney AICI, CIP, CPCC

A second chance to learn from two of the world's most 'creative' image consultants. Gerina Gaffney, known for her values-based communications, and Evana Maggiore, recognized for her innovative approach to image consulting, teach us how to move beyond the domain of the physical in our image practices.

This presentation was given to rave reviews at the 2005 Conference of the Association of Image Consultants International in Las Vegas in May.

This session enables you to:

- 'get' what other people are all about – body, mind, and spirit
- learn to honour your client's energy
- bring a more holistic approach to your consultancy.

Gerina Gaffney, AICI, CIP, CPCC is certified as a professional image consultant by the Association of Image Consultants International and as a personal coach by the Coaches Training Institute.

Evana Maggiore, AICI, CIP, President of Fashion Feng Shui International, is an award-winning professional image consultant and internationally recognized feng shui practitioner.

[www.EssentialLifeDesign.com](http://www.EssentialLifeDesign.com)



What do you see in the mirror?  
Penny Dean

Not everyone sees a true reflection of themselves when they look in the mirror. Many people have a completely distorted body image which may be little understood, both by the person and by image experts.

Penny Dean understands that what we think we see is not always real. She has been working with people with eating disorders for ten years. The research she has done with her clients will provide an invaluable insight to this unknown aspect of self perception.

The session helps you to:

- recognise and understand the major eating disorders, anorexia, bulimia and compulsive overeating.
- discover how eating disorders can affect body image.
- learn what clients with eating disorders need from us to have a successful consultation.

Penny is an experienced nurse with a degree in psychology and anthropology, and is also a counsellor and life coach. She has first hand experience of her clients' problems as she herself had an eating disorder from the age of twelve.

Penny's clients seek help to regain a healthy attitude to their particular issues and a balance in their lives.



The Personal Brandwagon  
Tessa Hood

Dealing with corporate clients is a mile apart from advising an individual at home. 'CEO-speak' is key, as you cannot afford to be considered in any way 'light and fluffy'. It's no good jumping on the Corporate 'Personal Brandwagon' without serious thought and a productive offering.

This session helps you understand:

- the difference in approach, in marketing and defining what you do
- the benefits companies can accrue from hiring you
- business savvy
- your own personal brand.

Your goal is to be booked regularly by the same companies, as part of their induction or training/coaching sessions. With increased knowledge and preparation you increase your chances of gaining a foothold in this lucrative marketplace.

Tessa has had a very varied career to date, starting in the diplomatic corps, moving to acting, modelling and TV production. She now uses her vast knowledge of branding, image and its manipulation to great benefit in a wide variety of organisations and blue chip corporations.

Her book *The Personal Brandwagon* will be available to purchase.

[www.changinggear.net](http://www.changinggear.net)



Marketing: a different perspective  
Nial Adams

Described as a 'success designer and visionary' Nial helps small businesses think differently about the way they market and position themselves. He started his first business at the tender age of nineteen and since then has travelled worldwide starting, developing and helping small businesses of all types. Quite simply, this helps them get more customers and make more profit as a result!

In this session Nial talks about:

- the power of positioning in business and how we can move away from the need to sell and help people buy from us
- why direct response methods of marketing are more powerful and appropriate than pure business branding
- ways to promote and market services and products that don't need to cost a fortune.

The session gives you a clear understanding of:

- what really works in small business marketing
- the power of positioning and 'attractive marketing'
- how you can stop 'selling' by helping people to make a quick, confident buying decision.

[www.positive-response.net](http://www.positive-response.net)



Design Your Life  
Nic Rixon

Our final speaker is not to be missed. Top coach, NLP Master Practitioner and entrepreneur Nic Rixon talks about how to focus on what you really want for:

- your career
- your relationships
- yourself.

Nic lives by his belief that financial success in business doesn't have to come at a cost to your family or your own well being.

Based on his own story of how he turned his life around, Nic shares the secrets of focus, commitment and motivation. Built over a personal twenty year voyage of discovery into self-development, Nic has gone from broke to millionaire businessman, top life coach and business coach. He enjoys a happy and healthy relationship with his family, as well as with his bank balance!

Nic's unique style and humour combined with his now famous 'wheel of life' and other self-coaching tools, makes for an entertaining and educational session which will leave you buzzing with ideas of how to have the success you deserve.

Nic's book *Design Your Life* will be available to purchase.

[www.designyourlife.com](http://www.designyourlife.com)

# CONFERENCE PROGRAMME

## FRIDAY 13

08.00 – 09.15

Registration and coffee

09.15 – 09.30

**President's Welcome**

Frances Bodington MFIC

09.30 – 11.00

**Fashion Feng Shui:  
the power of dressing  
with intention**

Gerina Gaffney &

Evana Maggiore

11.00 – 11.30

Break

11.30 – 12.30

**A. Hats glorious hats!**

Jill Wilkinson

**or B. Discover your real self**

Claire Ferrari

12.30 – 14.00

**14.00–14.30 AGM**

Buffet lunch and networking

14.30 – 15.30

**A. Fabric is King**

Polly Holman FFIC

**or B. Mind your Manners**

Sally Keay AMFIC

15.30 – 16.00

Break

16.00 – 17.00

**Ask the RTP Panel**

17.00 – 20.00 At leisure

20.00 – 21.30 Dinner

21.30 – 22.00 Fashion quiz

## SATURDAY 14

09.00 – 16.30

Exhibition

09.00 – 09.30

**Joint Award Surgery**

Irene Nathan FFIC

09.30 – 10.00

**Fashion Trends**

Léonie Roberts MFIC

10.00 – 11.00

**A. 'Getting' People:**

**consulting beyond the physical**

Gerina Gaffney &

Evana Maggiore

**or B. What do you see  
in the mirror?**

Penny Dean

11.00 – 12.00

Break and exhibition

12.00 – 13.00

**A. Marketing:**

**a different perspective**

Nial Adams

**or B. Personal Brandwagon**

Tessa Hood

13.00 – 15.00

Buffet lunch, networking,  
and exhibition

15.00 – 16.30

Nic Rixon

**Design Your Life**

16.45 Close

## Joint Award Surgery

Members of the Accreditation Board are available to answer questions on taking the Joint Award and to update you on the recent changes in the

Standards of Competence.

## Ask the RTP Panel

Put your questions to a panel of experienced image consultants who are also Recognised Training Providers: Gail Morgan MFIC, Jennifer Aston MFIC, and Julia Campion MFIC.

## Exhibition

TFIC exhibition is open to conference delegates and members of the public (see rates). It is a showcase of the Image industry's training provision, specialist products and related supplies. Recognised Training Providers: Aston+Hayes Image Consultancy, First Impressions, The Image House. Industry Suppliers: The Colour Company. Make-up companies: Forever Living Products, Yvonne Gray. Industry related companies: Perfect Touch, Energetix, Fiore Jewellery, Art of Accessorising Ltd.,

**No refunds on cancellations after 21 September**



## Theobalds Park

A magnificent Georgian Mansion built in 1763, set in 55 acres of park and woodland.

## Accommodation

En-suite bedrooms furnished and equipped to high standards. 24-hour secure parking.

## Catering

Unlimited beverages all day. Late night bar. Full English breakfast. Buffet lunch. *Table d'hôte* dinner.

## Recreational Facilities

Trim trail, fitness room, volleyball, pool table, croquet, spa including a steam room, sauna, spa bath and fully equipped gym.

## By Car

Theobalds Park is situated off Lieutenant Ellis Way, Cheshunt, Hertfordshire, about 3/4 of a mile from Junction 25 of the M25. Exit the M25 at Junction 25 and head north towards Cambridge on the A10. At the next roundabout take the first exit (left) into Lieutenant Ellis Way and head towards Cuffley and Goffs Oak. Take the first left, signposted Theobalds Park and continue over the bridge and straight on.

## By Train

Theobalds Park is situated 3 miles from Cheshunt station with British Rail connections from London, Liverpool Street. There is a taxi rank at the station. Journey time is about 30 minutes.

## By Air

Theobalds Park is approximately 45 minutes from Stansted Airport and 1 Hour from Luton and Heathrow

## Dress Code

Business dress for day  
Smart for evening

## Questions

Any queries contact  
Sue Donnelly  
Tel: 01733 253527  
e-mail: [sue@acentuate.me.uk](mailto:sue@acentuate.me.uk)  
See [www.tfic.org.uk](http://www.tfic.org.uk) for updates and additional information.