



EI MI STYLE ME EVENT GUIDE



INDIVIDUAL SERVICES FOR YOUR TOP CLIENTS

Teach them to speak the language of individual styles with personalized consultations (2hour event).



TARGET GROUP

WHO: Top clients interested in a styling consultation, blow dry services, tips and product recommendations for home use.

WHY: Your top clients are frequent salon visitors, high spenders and loyal customers.



THE EXPERIENCE

- Your top clients are treated to professional consultations with tailored styling recommendations from an expert stylist (including product recommendations for home use)
- They can experience the new blow dry service
- The event is either hosted by a local educator or a trainer in cooperation with the salon



BENEFITS

For the salon / stylists

- Grow spend per client on both services and take home sales
- Attract top clients more frequently (BDB Services)
- Build image and equity for the salon

For the client

- Chance to receive a consultation and experience the Blow Dry Service at a reduced price
- More information on product application and use
- Product recommendations for home use

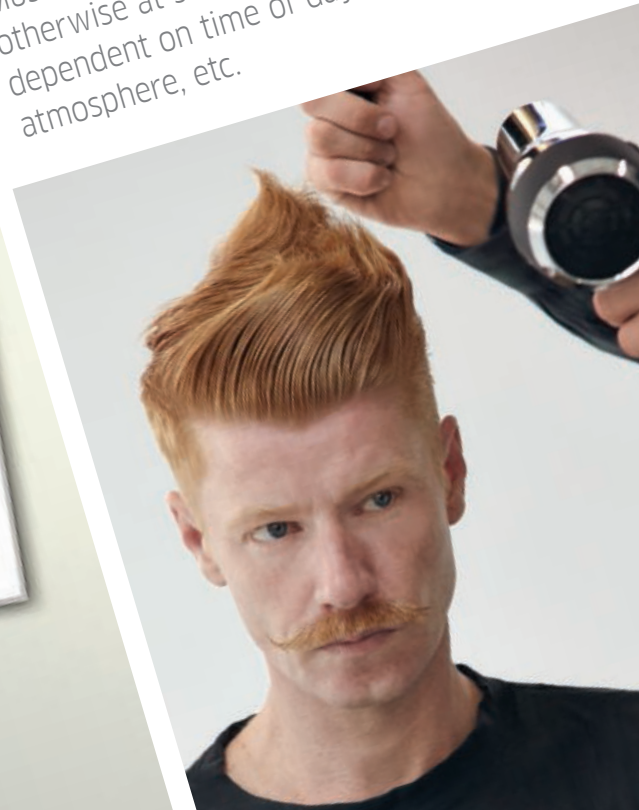


SALON

- Time: 2 hours
- Participants: 2 clients per hairdresser
- Stylists: 3 minimum
- Location: Salon
- Support: Salon team/trainer
- Food & beverage: Catering (Snacks or canapés, cocktails or soft drinks - depending on group and time of day)
- Music: Appropriate to EIMI brand, otherwise at salon's discretion and dependent on time of day, salon atmosphere, etc.



NEW EIMI MUST-HAVES













EIMI PRE-EVENT TIMETABLE

WHEN	WHO	WHAT
Min. 2 weeks before the event	Salon	<ul style="list-style-type: none">- Send invitations (i.e. via e-mail, digital)- Arrange catering
Morning of the event	Local trainer	<ol style="list-style-type: none">1. Ring decorations/tools for the event and place them in visible locations (products, trolleys and tools, EIMI leaflet brochures, stands)2. Do a quick training/refresher for the staff (referring to the E-education platform and the C&S book)
30 min. before the event	Salon members, external parties (catering service/ manicure/ pedicure/etc.) and local trainer	Review the flow of the event to ensure everyone feels comfortable with his/her role

EIMI EVENT DAY TIMELINE

TIME	MESSAGE
0 min. 	Welcome the attendees
10 min. 	<ul style="list-style-type: none"> - Introduction to EIMI: brand story and hero products
20 min. 	<ul style="list-style-type: none"> - EIMI is the perfect brand to meet clients' individual styling needs - Explanation of Blow Dry Services/looks
30 min. 	<p>1st group of clients</p> <ul style="list-style-type: none"> - Consultation at the styling stations <p>2nd group of clients</p> <ul style="list-style-type: none"> - Presentation of products, looks, digital, EIMI shows
1h 15 min. 	<p>1st group of clients</p> <ul style="list-style-type: none"> - Product recommendation for at home regimen (give discount of 20-25% on the day of the event) <p>2nd group of clients</p> <ul style="list-style-type: none"> - Presentation of products, looks, digital, EIMI shows
1h 30 min. 	<p>2nd group of clients</p> <ul style="list-style-type: none"> - Consultation at the styling stations <p>1st group of clients</p> <ul style="list-style-type: none"> - Presentation of products, looks, digital, EIMI shows
2h 15 min. 	<p>2nd group of clients</p> <ul style="list-style-type: none"> - Product recommendation for at home regimen (give discount of 20-25% on the day of the event) <p>1st group of clients</p> <ul style="list-style-type: none"> - Presentation of products, looks, digital, EIMI shows/Catering
2h 30 min. 	<p>End of the event</p> <ul style="list-style-type: none"> - Thank you for coming

ACTION	WHO
<p>Welcome</p> <ul style="list-style-type: none"> - Offer snacks and drinks 	Salon representative or hairdresser
<p>Hand out Brand Leaflet and BDB Menu to everyone</p>	Local trainer and hairdresser
<p>Show the 8 different looks and the products to be used for each look</p>	Local trainer and salon owner/manager or hairdresser
<ul style="list-style-type: none"> - Start the hair consultations at the styling stations, offer detailed advice on the chosen look and the corresponding products - Perform the Blow Dry Service 	Trainer is assisting hairdresser
<ul style="list-style-type: none"> - Point out the key benefits of the products 	Hairdresser
<ul style="list-style-type: none"> - Start the hair consultations at the styling stations, offer detailed advice on the chosen look and the corresponding products - Perform the Blow Dry Service 	Trainer is assisting hairdresser
<ul style="list-style-type: none"> - Point out the key benefits of the products 	Hairdresser
<p>Thank each client and offer to take their next appointment</p>	Hairdresser or salon owner/manager