

THE BRITISH ASSOCIATION OF BEAUTY THERAPY & COSMETOLOGY (BABTAC) ANNOUNCES ITS INAUGURAL INNOVATIVE BEAUTY CONFERENCE

WHY BABTAC SHOULD BE ON YOUR BEAUTY AGENDA

The British Association of Beauty Therapy & Cosmetology (BABTAC) is the UK's leading membership organisation and insurance provider for professionals working in the beauty, holistic and sports therapy industries. With over 10,000 members, the not-for-profit company has been running for over 40 years, working to raise industry standards, lobbying for change and reporting on trends and issues. Aiming to better educate those working in and outside of the industry, helping to preserve the integrity of the beauty world that the BABTAC team feels so passionate about.

WHAT YOU CAN EXPECT FROM THE INNOVATIVE BEAUTY CONFERENCE

With education, professionalism and industry development at the core of its philosophy, this September (15th), marks the launch of the first ever BABTAC Innovative Beauty Conference. An event hosted by beauty business leaders, to help industry insiders learn and grow in their fields. Providing an opportunity for networking as well as practical advice, the Innovative Beauty Conference will be covering everything from skills to drive up your sales to your social following.



THE SPEAKERS & SEMINARS



LOOK INTO THE FUTURE WITH A BEAUTY LEGEND

Welcoming everyone to the event, Alison Young will reflect on the beauty industry, where we currently stand and what the future holds. Alison is quite simply a beauty powerhouse. Called 'the most powerful woman in the British beauty industry' by the Daily Mail, Alison is hugely respected and trusted by brand owners, CEO's, PR's, marketeers and the customer at home. Alison's unparalleled knowledge means that during her 25-year career she has helped to sell more than £500 million in product. She recently won the 'Amazing Woman' Award for Business from Woman & Home Magazine for her role in championing the British Beauty Industry.



SCALE UP YOUR SOCIAL

Social media and skincare guru, Caroline Hirons, will be hosting a talk on 'how to build your social media following'. A globally qualified advanced aesthetician, Caroline is trained in over 100 brands, spanning from the professional arena to the high street and has developed training programmes, customer service etiquette and bespoke facials for major brands and retailers within the sector. With over 300K followers on Instagram, it's safe to say Caroline is one of the industry's leaders in and outside of the digital sphere.



BE INSPIRED BY AN ABSOLUTE BEAUTY BOSS

Karen Betts is considered one of the UK's most esteemed permanent cosmetic artists and a true pioneer in her field. Today Karen runs a beauty empire that includes HD Brows, the UK's number one in salon brow treatment, and Queens Award winning lash brand Nouveau Lashes. Plus, has also developed her own range of permanent make-up pigments, K.B Pro and owns the UK's largest permanent make-up training academy. Karen will be giving a personal account of how she grew her empire, providing practical inspiration and motivation for others to do the same.



CARE BETTER FOR CANCER PATIENTS

With a background of 22 years in the NHS and extensive experience as principle of a massage training school in London, Marc Innes is the Lead Tutor for the Cancer Touch Therapy training course provided by the Made for Life Foundation. Often an area of confusion and concern for therapists, Marc will be looking at how to safely treat clients that are either undergoing treatment for or recovering from cancer.



REV UP YOUR REVENUE

Liz Mckeen is a beauty business expert. Having helped thousands of business owners to double their profits, Liz is a leading business coach, trainer, speaker and best selling author. Liz will be hosting sessions on 'seven steps to selling' and 'optimising your sales opportunities' to help every business no matter what its size, get ahead.



INCREASE YOUR INGREDIENTS INTEL

Candice Gardner, who is a self-confessed skin science geek, has been sharing her love of all things skin for over 25 years. A professional skin therapist by trade and Education Manager for Dermalogica, Candice also acts as an industry expert for BABTAC and is an active member of the City and Guilds Industry Advisory Board. Candice will be covering 'an evolution of skincare and ingredient technology' during her seminar.



TRAIN ON PRE-NATAL TECHNIQUES

Hazel Menon, founder of WaxXXX Academy, has more than 20 years industry experience. Today Hazel travels to more than 15 countries annually to train and equip salon and spa owners, and their staff and to upgrade their waxing knowledge: both in subject matter and practical skills. During the event, Hazel will be covering 'pre-natal waxing'.



LEARN ABOUT LASER FROM THE BEST IN THE BUSINESS

There's not a lot that Dr Elizabeth Raymond Brown doesn't know about laser. This year, Dr Raymond, in conjunction with the Medical Aesthetic Training Academy (MATA), will be explaining 'introducing laser and light based therapies to your business' and 'advances in laser and light therapies' during her session.



WORK ON THE WELL-BEING OF YOUR WORKFORCE

Understanding that 'burn out' is often too common a concern in today's world of work, Sam Pearce, owner and creator of the Potting Shed Spa and winner of 30 awards for the industry and women in business will be sharing insights on 'protecting you and your team against mental burnout'. An ambassador and trailblazer for the beauty industry, Sam has dedicated 20 years to setting the standards of treatment delivery and creating outstanding customer experiences.



WORK ON THE WELL-BEING OF YOUR WORKFORCE

Understanding that 'burn out' is often too common a concern in today's world of work, Sam Pearce, owner and creator of the Potting Shed Spa and winner of 30 awards for the industry and women in business will be sharing insights on 'protecting you and your team against mental burnout'. An ambassador and trailblazer for the beauty industry, Sam has dedicated 20 years to setting the standards of treatment delivery and creating outstanding customer experiences.



BE A PUBLICITY PRO

Antonia Mariconda is a health and beauty writer, author and influencer. She runs an award winning training academy called The Cosmedic Coach, with a growing social media following and a solid professional background in media, Antonia has trained and educated thousands of industry professionals in achieving the best for their business or professional profiles. Antonia will be hosting a session on 'how to do your own PR' for all to learn about better publicising themselves and their businesses.



THE BABTAC AND CIBTAC AWARDS

The evening of the 15th September sees the sell-out awards ceremony taking place for another year. These prestigious awards are held to celebrate the achievements of those within the industry, and for this year, the ceremony will be taking place at the Castel Hotel, Windsor.

Celebrating the best in beauty the awards not only recognise the work of BABTAC members but also that of their sister company CIBTAC.

CIBTAC (Confederation of International Beauty Therapy & Cosmetology), is a leading awarding body with international recognition for producing graduates of the highest calibre. Established in 1977 as the education arm of BABTAC, it is a not-for-profit organisation that's wide portfolio of qualifications are offered globally in over 26 countries.

The awards are stringently regulated with different stages of comprehensive assessments completed by highly qualified CIBTAC examiners - ensuring that only the highest standard of therapists qualify for the following stages.



WHEN, WHO CAN GO AND HOW TO BUY TICKETS

Held on the 15th September 2019, at Castle Hotel, Windsor, tickets to the Innovative Beauty Conference and Awards can be purchased separately or in conjunction and are available to members and non-members of BABTAC. Prices excluding VAT:

MEMBERS

Conference **£70** | Awards Dinner **£80** | Both Events **£130**

NON-MEMBERS

Conference **£85** | Awards Dinner **£95** | Both Events **£160**

GIVING BACK

As well as the main sponsors which include WaxXXX, MATA, ISO Clean, Consult with Confidence, Dermalogica, Balens, Premier Software, Ellisons, High Definition, Lash Perfect, Janssen Cosmetics and Skin Group International, LGFB (Look Good Feel Better) will have a space as the main charity BABTAC supports. The Made for Life Foundation and Masced will also be present at the event.

The BABTAC panel of speakers are available to provide tips and advice. If you'd like to speak to the Chair of BABTAC, Lesley Blair, or attend the Innovative Beauty Conference please get in touch with Known: Madalaine@theknowncompany.com