



Your License To Be An

## Internationally Certified Image Consultant

Certified by  
the International Association of Continuing Education and Training  
and recognised by the Association of Image Consultants International



## Mastering The Basics of Image Consultancy

*A 10-day intensive course covering the essential skills required by  
internationally qualified professional image consultants*

Date: 8 – 18 November 2009  
Venue: Hotel Renaissance, KL

- ✓ Internationally Certified Course
- ✓ Coached By 2 Image Experts
- ✓ Powerful Curriculum
- ✓ Post Course assignments & mentoring for 3-6 months
- ✓ Exciting & Unprecedented Training Opportunity

As a career, image consulting is an exciting and satisfying career that can be conducted full or part time, from a home office or commercial premises by men and women for all ages.

Being part of the process that helps others to gain or regain self-confidence and self-esteem, get a job, recover from a traumatic event, find a life partner or earn a promotion is rewarding both personally and financially!

**So, hurry!**

**Don't miss this rare opportunity!**

**Call: 03-7958 6318 and book your seats now!**

For more information, please contact:

CHAP-ONE ASIA SDN. BHD. • TEL:03-7958 6318 • WWW.CHAP-ONE.COM

## Module 1

# Style and Image Development - Certified Module

This business opportunity is designed for anyone wishing to develop an expertise in style and image consulting and to apply/market that expertise with the aid of our 170 page Personal Style Solutions Portfolios. These portfolios are invaluable to both you and your client as they form the basis of your consultation and are a comprehensive and custom made reference guide that provides your clients with all the style information they will need in the future. In fact, we are the only company to provide our clients with such a complete, personal and up-to-date style guide.

### Topics Covered:

- Image: history, perception and development of image and the image industry
- Female Body Proportion: assessment, criteria, recommendation formation
- Male Proportion and Assessment: assessment, criteria, recommendation formation
- Line and Design: elements and principles of design
- Male Fundamentals of Dress
- Female Fundamentals of Dress
- Personal Style Expression
- Professional Image: Dress, Grooming, Body language, Etiquette, Voice
- Wardrobe Organisation
- Personal Shopping
- Consultations and Seminars
- Image Creation and Transformation Methodology
- Post Course assignments and mentoring for 3-6 months



Topics Not Covered but Written Information Provided: Correct Fit, Garment Guide, Business Casual



### Materials Included:

- A comprehensive 200 page full colour training manual - see sample
- Client assessment equipment
- One year licence to access client style data, mentorship, resources, newsletters etc.
- 1 male and 1 female portfolio
- 1 male and 1 female shopping guide
- Client style determination register
- Colour and Pattern co-ordination pages
- ePortfolio fact sheet and CD
- TAIC merchant website user's manual
- 6 various image manuals
- Various handouts and learning tools
- Note book and Pen

## Module 2

### Flow Colour Analysis - Certified Module

At The Australian Image Company our objective is to give our clients practical and up-to-date information and high quality merchandise. With our colour consultation, each client receives a 40 colour laminated swatch and a personalised booklet explaining the colour consultation results. We use the 'Flow Colour' system for analysing clients as we believe it provides the most accurate determination of colour season and is a more user friendly system for the client.

During the consultation each client will discover their best colours, how to combine these colours for maximum impact, and how to wear colours that are outside their best range. They are also told about the options open to them regarding hair colour and contact lenses. In addition female clients learn about make-up by having it applied and the best application techniques explained.



#### *Topics Covered:*

- Basic Colour theory
- History of Colour Analysis
- Basics of Colour Analysis
- Four Season Analysis
- Flow Analysis
- Non Caucasian Analysis
- Hands on Colour Analysis using volunteer models
- Colour Personality
- Colour Confidence: bending the rules, colour and style, coordination strategies
- Psychology of Colour
- Face shape and recommendations
- Makeover Possibilities
- Seminars and Consultations
- Post Course Assignments and mentoring for 3-6 months

#### *Materials Included:*

- 1 full colour 200 page training manual
- 1 set of specially dyed colour drapes in red zippered bag
- Client colour determination register
- 1 set of female swatches (12 in total, 1 for each flow season)
- 1 colour booklet for each female swatch
- 1 male swatch
- 1 male matching colour booklet
- 1 eye and hair colour determination swatch
- 1 set of colour determination cards
- 2 ↑At a Glance↓ laminated colour analysis sheets



## Module 3

### Creating a Profitable Image Business - Certified Module

Nothing will be more important to the long-term success of your business than the ability to effectively promote yourself and your services. During this essential module you will discover the personal insights and methods needed to ensure you have a fun, profitable and sustainable long-term image business. This one-day module will ensure you leave the training sure of what you need to do to get your business off and running.

#### Mental Assets

##### - Self Belief - Attitude - Vision

- Personal Skills
  - Entrepreneurship
  - Personal Vision and Skill Enhancement
  - Recognising and Eliminating Weak spots
  - Professionalism
  - Visual Image
  - Daily Business Practice
- Business Practicalities
  - Goal Setting
  - Finding Your Niche
  - Choosing a Business Name
  - Setting up Your Studio
  - Finding Mentors, Promoters and Supporters
  - Stock
  - Business Cards
  - Writing a Profile
  - Finding and Attracting Clients
  - Marketing
  - Presentation Skills
  - Consultations
  - Creating an Action Plan
- Post Course Worksheets



#### Materials Included:

- Full colour 80 page Business Building Manual
- Library List and access to TAIC library
- Promotions CD, Marketing Materials and Ideas
- Post Course Mentoring for 3-6 months

## Certification

*A professionally designed certificate of attainment will be awarded when required assignments have been completed and marked as correct. Also, your name will be placed on the TAIC worldwide consultant website listing when required assignments have been completed and marked as correct.*

## Post Course Assignments

Participants are required to provide models over the 2<sup>nd</sup> weekend to practice colour coding techniques. Interstate and overseas students are not required to provide models, but it would be appreciated if an effort was made if there are opportunities to involve local family, friends or acquaintances.

**Post Course Assignments for Module 1:** To completion this module you will be required to complete 5 style assessments and consultations correctly to acquire your certificate of training. This will ensure your confidence and competence to perform a style consultation. Your name will then be added to the TAIC worldwide consultant website listing

**Post Course Assignments for Module 2:** To completion this module you will be required to complete 10 Colour assessments and consultations correctly to acquire your certificate of training. This will ensure your confidence and competence to perform a style consultation. Your name will then be added to the TAIC worldwide consultant website listing.

**Post Course Assignments for Module 3:** No post course assignments are required for this module.

**CEU's:** In addition, those wishing to earn CEU's for Modules 1,2,3 will be required to complete a learning outcome document\* at the end of each day. \*Not required by first time students.

## Testimonials From Past Students

*I had researched the available courses, prior to making my decision about which one to undertake, and have to say I was not for one minute disappointed with my decision to attend yours - everything measured up to my expectations and more. Going to Melbourne was a far more expensive option for me, when I could have done a course in New Zealand, however I came away completely satisfied that the trip had been well worth it and valuable in the excellent information learned. You constructed the course well, sharing every aspect of information possible in the time span of 9 days. Those in the group were all different, yet it was at all times easy and harmonious.*

*Julie Simpson – Auckland, New Zealand*

*I attended the January 2002 Image, Style and Colour Training conducted by Ann Reinten of the Australian Image Company (TAIC). I found myself consumed by image, colour and style during the nine days, as Ann and her program surpassed my expectations. I loved every moment of it - Ann's unique training style, her experience and knowledge of the industry, together with her sense of humour were excellent. The resources and materials made available to the students, both during the training and after are invaluable and of a superior quality. I feel confident that my clients will also be thrilled to receive such up to date information and product made available through TAIC. I am excited to be part of the industry and am looking forward to a long association with The Australian Image Company. Thank you Ann.*

*Carolyn Hands - Newcastle*

*Thank you for a fantastic image course. I got a great deal out of everyday and found your style of training very informative and thought provoking. Your personality and warmth built confidence in everyone present and I left the course feeling very excited and confident. I now know that with persistence, work and your great programs I can build a very successful image business. I'm excited about the prospect of helping other women feel good about themselves through clothes, colour and self-belief. The women who have had their style done with me so far are very excited about their portfolios and colour swatches and the way you have compiled them helps me to build my professional image.*

*Jennifer Harvey – Lithgow, New South Wales*

**Ann Reinten AICI CIP**

Image Development Specialist / TAIC Director

**WENDY LEE**

Professional Image Consultant

About **ANN REINTEN**

Ann Reinten is the founder and CEO of The Australian Image Company: a company that is represented in eleven countries worldwide.

Recognised internationally as a **Master in the field of Image and Colour Consulting**, a member of National Speakers Association and one of only 130 image consultants internationally, honoured with the status of **'Certified Image Professional'** by the Association of Image Consultants International, Ann Reinten is a high-energy presenter who will inspire and motivate audiences to new levels of professionalism.

As a speaker/trainer Ann is often described as **'funny, down-to-earth, great value, inspirational and extremely effective'**. Her seminars and training sessions are interactive and enjoyable while holding back no punches when imparting the hard facts.

Ann's Professional EDGE Seminars and keynote presentations include: **Image, Impact and Influence, Mastering Your Professional Image, Keeping the 'Business' in Business Casual, No Funny Faxes Please (Professional Etiquette), Winning Women and From Campus to Corporate: professional readiness seminar for near and new graduates**.

Over the last 10 years Ann has given innumerable presentations and training sessions and has written many image features for trade and business magazines. In the corporate area, some of Ann's clients include: The Victorian Cricket Team (Bushrangers), Brown & Root Australasia, BDO, Meyrick Webster, Australia Post, Swinburne University, Victoria University, Woodards. Compaq, KPMG, AMP, ETSA, The Melbourne Racing Club, Amway, Colonial Mutual, Honda Australia, Telecom, Abbot Pharmaceutical, Warner Brothers, The Centra Hotel (Melbourne), Lend Lease, Myer and various retail outlets.

About **WENDY LEE:**

Named as **"Top 10 Salesperson of the Year 2002"** by Europe's largest biotech company and awarded **"Asian Image Consultant of the Year Award in 2004"**, Wendy is one of Malaysia's leading Image Consultant. She is affiliated with The Association of Image Consultants (AICI), the Federation of Image Consultants (TFIC) and The Association of Colourflair Consultants (MACC).

Trained internationally by Ann Reinten of The Australian Image Consultancy and Pat Vincent Scott of 'The Colourflair Studios, UK', Wendy has trained thousands of corporate individuals in developing a strong brand identity, through wardrobe and image development, communication, etiquette and protocol skills.

Wendy has worked with a number of leading MNCs, LLCs, GLCs & Government Agencies in the banking & finance, insurance, logistics, oil & gas, hotel, service and education industries. Her corporate clients include Khazanah, Petronas, UMW, CIMB, Maybank, RHB, Muda Holdings, Peremba Berhad, KWAP, KWSP, Percetakan Nasional Malaysia Berhad, Le Meridien Hotel, Shangri-La KL, See Hoy Chan, etc and the list continues to grow.

Voted as one of Asia's most inspiring speaker, Wendy has also gained media recognition for her expertise in the image field with TV appearances in Astro, 8TV, RTM, NVT7 and has been featured in The Star, News Straits Times, CLEO, Her World, CittaBella, Rias, Jelita and Malaysian Women's Weekly.

**WORKSHOP DETAILS**

Date: 8 - 18 November 2009 (10 days)  
 Time: 9.30am - 5.30pm  
 Venue: Hotel Renaissance, Kuala Lumpur  
 Course Fee: AUD 5800 or MYR 17,300

**REGISTRATION FORM**

Name (as per IC) ..... [ ] Female [ ] Male  
 Designation..... NRIC No (required) .....  
 Address.....  
 Telephone ..... Fax .....  
 Mobile ..... E-mail .....

**PAYMENT DETAILS**

Enclosed is cheque/ bank draft/ money order/ telegraphic transfer note  
 (No. ....) for RM ..... Date .....

Cheques should be crossed and made payable to 'Chap-One Asia Sdn Bhd'.  
 Please include bank charges/commissions for outstation cheques. All transfer should be made to the account below.

Account Number : 1214 500 100 244 21  
 Bank : Alliance Bank Berhad  
 Branch : Section 13, Petaling Jaya

Please send a copy of your transfer to the Program Coordinator. The Program Coordinator will send an acknowledgement upon receipt of payment.

I, the undersigned, have read and understood the Registration Policy and accept the terms contained therein.

Signature: .....

**Registration Policy**

Payment can be made by cash or using crossed cheque/ bank draft / money order made payable to 'Chap-One Asia Sdn Bhd', one (1) month prior to the date of the programme. Otherwise we have to treat your registration(s) as unconfirmed.

**Replacement**

Replacement of participant(s) is allowed provided that Chap-One Asia is notified in writing of the name and designation of the new participant(s) at any time prior to commencement of the course.

**Non-Attendance**

If a participant fails to attend a course, the course fees will not be refunded nor allocated to another course.

**Disclaimer****Change of course date, course leader or venue**

We reserve the right to make alternative arrangement to the above without prior notice to participants. Nevertheless, every effort will be made to inform the participants of these changes.

**Additional expenses**

We shall not be responsible for any extra expenses incurred by any participant(s) while attending the course.