

2020 PROGRAMME

salonfocus

*Live event for the hair, beauty
& barbering industries*

NHBF

Supporting the hair, beauty
and barbering industries



2020
salonfocus

SALONFOCUS2020

Join us as at our brand-new all-day event for the hair, beauty and barbering industries.

Inspired by our award-winning Member magazine *salonfocus*, which is packed with industry news, views, advice and support, this unique event will take our magazine on the road and bring it to life. The day will include a keynote presentation on how to become a retail sales superstar and leading industry experts will speak on a range of key issues and hot topics that affect salons and barbershops. Our presenters will share their in-depth knowledge and expertise to ensure delegates have the 20/20 vision they need to build successful businesses into the future.

www.nhf.info/salonfocus-2020

salon

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WHERE AND WHEN

Two *salonfocus2020* events will be held:

- Birmingham – Monday, 27 April 2020.
- London – Monday, 21 September 2020.

Accessible ticket pricing will ensure you can bring along your managers and team members to this exciting new event. You'll also have the opportunity to meet sponsors and salon or barbershop owners during our networking breakfast and lunch.

Don't miss this fantastic opportunity to discover top tips, best practice and insider knowledge from our industry experts – you'll be inspired and armed with the tools you need to make positive change from the moment you return to your salon or barbershop.

PROGRAMME

You can choose to attend four sessions from a choice of 12.

The three themes are:

- **Business focus:** including sessions on social media, boosting profits, business campaigns and online reviews.
- **Team focus:** including sessions on managing change, bonuses and commissions, effective management and recruitment.
- **Client focus:** including sessions on the client journey, loyal clientele, client wellbeing and client consultation.

Timetable:

- **10.00:** Networking breakfast
- **11.00:** Welcome
- **11.05:** Keynote speaker
- **11.45:** Session 1
- **12.45:** Session 2
- **1.45:** Networking lunch
- **2.45:** Session 3
- **3.45:** Session 4
- **4.45:** Panel session
- **5.30:** Close

A close-up portrait of Pete Scott, a man with short dark hair and a light beard, looking slightly to the right. He is wearing a light blue shirt. The background is a blurred indoor setting.

KEYNOTE SPEAKER

Pete Scott, Business Pro Academy

Ignite your retail sales confidence, even if you hate selling!

What would change in your business if you had the confidence and certainty to sell with ease? How much difference could your team make if they loved to recommend and upsell?

It almost sounds too good to be true, but not only is it possible, it's easier than you think.

One of the biggest challenges within salons and barbershops today is that professionals are great at what they do, but they struggle to sell what they do. This results in countless missed opportunities to serve clients at the deepest level and truly make an impact on their lives. In this inspiring presentation, Pete Scott will help you to look at sales in a completely different way, offering practical steps that you can implement immediately within your business.

SESSION 1

Choose one from:

BUSINESS FOCUS



The future of social media and Instagram

Mikey Cannon or Paddy Monaghan, Phorest.

The speaker will share insights into the future of social media and how you can use these new skills to grow your business.

TEAM FOCUS



Get the most from your team and embrace change

Carolyn Sweeney, Creative Coaching

How many times have you tried to encourage your team to do things differently, only to feel they're still stuck in the same old rut? Change is inevitable, but not everyone welcomes a shake-up. Carolyn can help you get your team on board, so they take ownership, embrace change and create positive results.

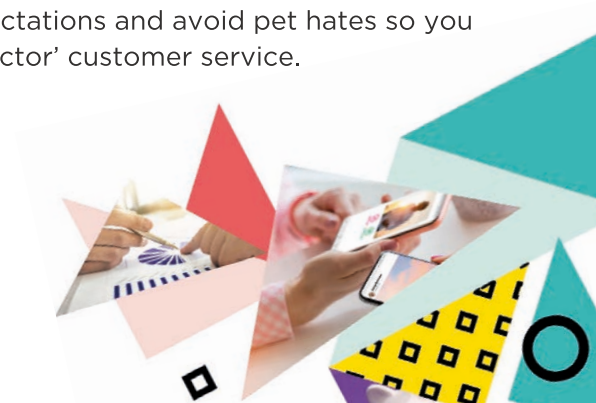
CLIENT FOCUS



Create the ultimate client journey

Carole Taylor, ClientWave

Based on feedback from over 3,000 salon clients, Carole knows what the ultimate client journey looks like. She'll share best practice on how to meet rising client expectations and avoid pet hates so you can deliver consistent 'wow factor' customer service.



SESSION 2

Choose one from:

BUSINESS FOCUS



Ten actions you can take to boost your profits

Simon Harris, MySalonManager

Increasing profits is one of the top concerns for business owners. Simon will guide you through ten simple actions you can take in your salon or barbershop, including how to increase your prices without losing clients.

TEAM FOCUS



Effective management strategies for business success

Liz McKeon, Beauty Business Expert

Do you find managing your team challenging? If so, then join Liz for this entertaining session and discover how to inspire, lead and motivate your team to accomplish your business goals and achieve your full potential.

CLIENT FOCUS



How to grow a more loyal clientele

Julie Eldrett, Julie Eldrett Consulting

Julie believes great customer service is at the heart of every successful business. Why? Because it leads to increased spending, repeat business, and more word-of-mouth recommendations. Find out how to keep your clients coming back for more.



SESSION 3

Choose one from:

BUSINESS FOCUS



Campaigning for you

Hilary Hall, NHBF chief executive

What's the NHBF doing for you and your business? Find out who we're talking to and what we're saying to politicians and other government agencies on wages, pensions, business rates, self-employment, VAT and rogue businesses.

TEAM FOCUS



Keep your staff by getting bonuses and commissions right

Simon Harris, MySalonManager

Have you got employees who want to be self-employed? Simon will explore the reasons why and share his tips on how to structure bonuses and commissions so your staff earn more money by meeting realistic targets which will also grow your business. A win-win for them and for you.

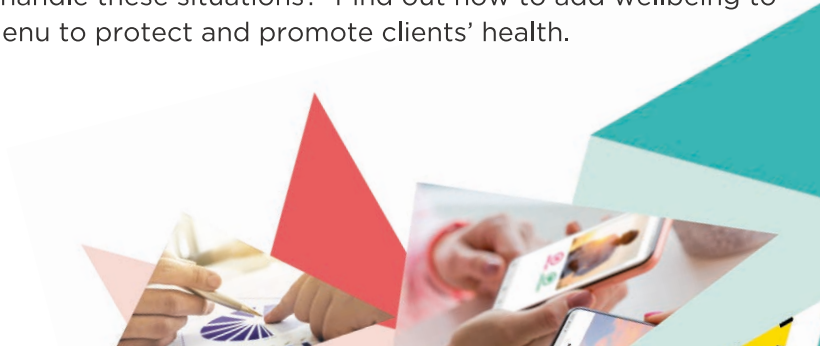
CLIENT FOCUS



Panel session: supporting your clients and their wellbeing

Megan Aspel, Time to Change (Surrey), Laura Bull, CODE Hair and Christine Hartigan, UK Spa Association

Find out what to do if clients show signs of mental ill-health or open up to you about emotional problems, suicidal thoughts or domestic abuse. How do you handle these situations? Find out how to add wellbeing to your salon menu to protect and promote clients' health.



SESSION 4

Choose one from:

BUSINESS FOCUS



How to use digital to engage with clients and boost your business

Nicolas Small and Heidi Walkington, L'Oréal

Engaging with your clients and managing your business - both online and offline - is a critical part of any salon's success. From handling online reviews to creating your social media strategy, learn top tips on how to boost client engagement.

TEAM FOCUS



How to recruit the right person for your business

Gavin Hoare or Hellen Ward, Richard Ward Hair & Metrospa

Hellen's salon employs over 80 people so they know a thing or two about hiring people who will fit into the team and have the skills and attitude needed to run a successful business. They will also explain what to do if your staff just aren't making the grade.

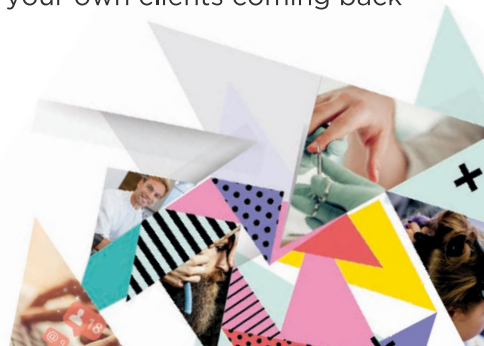
CLIENT FOCUS



The power of a great client consultation

Andrew & Liz Collinge, Andrew Collinge Salons

Andrew and Liz have built a highly successful salon business and training academy with client consultation at the heart of everything they do. They'll share what has worked so well for them, so you can learn from their experiences and keep your own clients coming back again and again.





PANEL SESSION

Panel session hosted by Hilary Hall:

What can YOU do to make your business stand out from the crowd?

- Hellen Ward or Gavin Hoare, Richard Ward Hair & Metrospa
- Andrew Collinge, Andrew Collinge Salons
- Laura Bull, CODE Hair
- Carolyn Sweeney, Creations
- Ian Egerton, The Stress Exchange & NHBF president



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Don't miss out...

Book your place now:

w: www.nhf.info/salonfocus-2020

t: 01234 831965

e: enquiries@nhf.info

NHBF

**Supporting the hair, beauty
and barbering industries**

For more information about our upcoming events go to www.nhf.info/events
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