

## **Robert Jones Total Makeover Workshop**

We are very excited about your interest in spending the day with Robert Jones and learning everything you need to know about makeup products and the application of these products.

We are pleased to announce our newest and most ambitious workshop format, **Robert Jones Total Makeover Workshop**. This workshop will give the attendees a one of a kind experience; enabling everyone the opportunity to learn how to apply their makeup, and more importantly, to build their color knowledge for more successful business results. In addition to learning all their color product line details, they will be advised step by step on their individual makeup application.

Attendees are encouraged to invite their best customers. Side by side they will enjoy an exciting transformation and discover their own true beauty. This will be an amazing recruiting tool! All attendees must arrive with their regular full face makeup applied so they may witness their own transformation throughout the day.

During the course of the workshop, there will be several raffle drawings for models who will be used by Robert for live makeup demonstrations. He will also need the assistance of two Directors: details are listed on page 5.

**\*\*\* Please read the following very carefully as certain guidelines have changed.**

The following guidelines and rates are for **2010-2011**.

1. Robert Jones is available for speaking/instructional engagements under the following terms:  
His rate is \$3500 per speaking day plus hotel (2 rooms – adjoining if possible, if not adjoining then on the same floor) plus airfare, taxi, and expenses (see notes at bottom for explanation of expenses).  
Rate for assistant is \$600 per speaking day.  
Robert is available weekends.
2. Robert does not participate in the guest nights.
3. Please give advance warning to your audience that the room temperature will be 65 degrees. They should be advised to bring a coat or something to keep them comfortable. Robert is susceptible to migraines and the cold room helps prevent them.
4. Recording devices of any kind are not permitted.

**See room diagram for Workshop Room set-up.**

class room style seating

3 tables with electricity

Tables should be approximately 6 feet in length

1 table with electricity / a makeup stool/ for Robert's makeup set up

1 small table (for projector Robert brings with him)

1 projection screen approximately 10 feet

1 wireless microphone

Robert suggests a minimum of 200-300 in attendance per speaking day; this total is based on covering your costs. If you want less attendees; we suggest you charge accordingly to cover your costs. Robert is also more than happy to donate merchandise to raffle if necessary. Robert can do multiple days in a row if required.

The entire event must take place in the same room. There is too much equipment to set up for each segment and moving rooms will detract time from the curriculum. Robert and his assistant, Patty, will fly in the day prior to the workshop and fly out the morning after. Please book their hotel rooms accordingly and confirm the rooms under their names – **Robert Jones** and **Patty Woodrich**. Hotels with room service or a restaurant are preferred. Robert and Patty can fly out the evening of the workshop when flights are available. This will in turn save you the cost of an extra night of hotel rooms. **The Total Makeover Workshop** begins at 9:00 am and will finish approximately at 5:30pm. There is an hour break for lunch around 1:00-1:15 pm. We have found it more economical and time efficient to offer box lunches. **If you need to be out of the room earlier than 5:30pm please confirm this in advance with Patty or Elaine so that we may adjust the start time of your workshop.**

Prior to the workshop each attendee will have access to [www.robertjonesbeauty.com](http://www.robertjonesbeauty.com) to download a printable Total Makeover supply list. After the event each attendee will be able to download a printable workshop certificate of completion at [www.robertjonesbeauty.com](http://www.robertjonesbeauty.com).

Product knowledge and application will be a big focus throughout the day. Here are the highlights of the full day's makeup instruction:

- remove makeup from one side of face
- prep face
- conceal
- foundation application / contour face shape
- conceal/ highlight
- powder
- brows
- eyes
- lashes
- cheeks
- lips

If you would like to schedule a workshop or have any questions please call Elaine Moock or Sunni Smyth at 214.827.3010 or email [elaine1@seaminx.com](mailto:elaine1@seaminx.com). The procedure for confirming is to give us a couple of dates (1<sup>st</sup> choice, 2<sup>nd</sup> choice) and we will check his schedule and notify you if your preferred dates are an option. After we find some dates that might work, check to make sure you have a speaking venue available. When you know your venue is available (don't confirm it before checking with us to make absolutely certain Robert is available for you) contact us to state you have a location available and are ready to confirm. At that point we can give you 100% confirmation and lock him in for you if he is available. **By giving us your preferred dates does not mean he is locked into that date for you.** We must carefully check his schedule before we can confirm. When your workshop is confirmed we will email you a confirmation. Then, after carefully looking over the confirmation, fax or email it back to us with your signature. **If you have not received a confirmation email and you believe Robert is confirmed for you, please call as soon as possible to make sure everything is in order.**

**It is difficult to predict all expenses.** Expenses include but are not limited to: air, meals, taxi, hotel and room charges and incidentals. Incidentals can include any extra charges from the hotel for room set up and all meals. Again, it is difficult to predict what incidentals may occur. It is difficult to predict airfare. Air has been anywhere from \$400 - \$1100 (this average reflecting the total for both Robert and his assistant, Patty). Elaine will make the air arrangements and then call you for your credit card information to purchase the tickets. You are responsible for making the hotel reservations. Please remember, Robert and Patty will fly in the night before the workshop and depart the morning after (unless a flight is available the evening of the workshop). Again, please book rooms accordingly and have the hotel reservations under their names. If you have any questions about expenses please contact us. It is always better to over estimate your expenses in case of any unforeseen expenses that may arise.

Attendees are responsible for bringing the following supplies. This list is available on [www.robertjonesbeauty.com](http://www.robertjonesbeauty.com) workshop page.

### Total Makeover Workshop Supply List

	must	optional
<b>Tool:</b>		
disposable tray w/mirror	X	
water bottle (small spray type)	X	
tissues	X	
hand wipes		X
brushes	X	
sponge tip applicators		X
sponges	X	
eyelash curler	X	
tweezers		X
shadow shields		X
<b>Products:</b>		
facial cleanser	X	
eye makeup remover	X	
moisturizer	X	
eye creme	X	
oil mattifier		X
lip balm	X	
foundation (multiple shades and formulas)	X	
concealer	X	
highlighter pen	X	
powder (loose and/or pressed)	X	
brow color (pencil and powder)	X	
brow gel		X
eye shadows	X	
eye liner	X	
mascara (multiple formulas)	X	
cheek color	X	
bronzer	X	
highlight powder		X
lip liner	X	
lipstick	X	
lip gloss	X	

## At the event:

**Note:** Robert will need two Directors to assist him. This could be a great opportunity to have a contest within your area, and the two Directors that achieve their goals will be his new BFFs for the day. The two Directors will need to arrive by 7:00am to have their exclusive personal time with Robert. They will be able to ask him anything from hair style advice to makeup tips. Robert's new BFFs will assist in crowd control and lighting cues in addition to participating in the workshop experience.

## Workshop schedule:

- Prior to the workshop, Patty will ship several boxes of merchandise to the venue.
- Please ensure that the shipped boxes are in the workshop room stacked by the three 6' tables on the day of the event. This will expedite the workshop set up.
- **6:30am** Robert and Patty will need access to the workshop room.
- Patty will need two "early bird" assistants to help set up her tables. They will receive a gift for their assistance and each will be able to ask Robert one personal makeup question.
- **7:00am** The two Directors assisting Robert for the day will need to arrive at the workshop room by 7:00am. This will give them time to meet with Robert, receive a personal consultation, and learn their responsibilities as Robert's assistants/BFFs.
- **8:00am** The doors open and Robert will meet each attendee and give them their workshop handouts. He will indicate on their worksheet chart their eye shape.
- Each attendee will be given a "model" raffle ticket which confirms that she has consulted with Robert.
- The Hostess can sell more raffle tickets for the model drawings! This is a great idea to help raise money for your event.
- **9:00am** The hostess will introduce Patty, and Patty will give a brief announcement about the merchandise available for purchase.
- **9:20am** The hostess will introduce Robert. An introduction card with Robert's current accolades will be provided to the hostess.
- **1:00 – 1:15pm** – Lunch will begin.
- **5:30pm** Workshop concludes.