

## Keynote & Business Forum

The Makeup Show Keynote & Business Forum is an event for all of our attending beauty pros. These speeches and demonstrations are presented by legends and the leading artists influencing and making an impact on our industry's past, present and future. These not-to-miss sessions allow artists and industry insiders at all levels of the industry to watch, listen and learn.

Whether it is the latest in technique and trend, insight into a particular area of the industry, or an intimate look into the life of a leading artist, The Keynote & Business Forum is a must for the attendees who want to learn how to advance their own artistry and careers.

### Saturday, November 12th



#### **A Career in Makeup – Gregory Arlt**

**Sponsored by MAC Cosmetics**

**Saturday, November 12, 10:30-12:00**

Gregory Arlt has made himself a force to be reckoned with in the makeup industry. As an award-winning make-up artist and grooming expert, Gregory has worked with some of the biggest names in music, film and fashion in career that spans decades. As Director of Makeup Artistry, Gregory is an educator and artist also responsible for being a brand spokesperson, working closely with product development, and mentoring senior artists. Whether dealing with the esoteric, the sensational or the ordinary, Gregory's eye for detail and knowledge of product influences all that he does. In his first keynote at The Makeup Show, Gregory will share how he got started in the industry and show you the why's and how's of creating an unforgettable makeup regardless of your own area of expertise. Watch as he shows the detailed techniques for which he has become known, shows you how to use some of his favorite MAC products and listen as he offers insight on what you can do to build your own career in the celebrity makeup field including landing those coveted positions with the one and only MAC Cosmetics.



#### **Our Industry Today – Michael DeVellis and Guests**

**Sponsored by The Powder Group**

**Saturday, November 12, 12:30-2:00**

In this new, keynote program presented by The Powder Group, you will hear from a selection of top industry leaders as they discuss the ways that the pro makeup industry has evolved and what we can expect next from this dynamic and ever changing field. Hosted by On Makeup Magazine and TPG founder, Michael DeVellis, this program will include a panel of industry leaders and take attendees through a discussion of pertinent issues that artists face today. With advances in technology, the influence of social media, more makeup artists entering the industry than ever before, adaptability and an understanding how to navigate your way through a career in makeup are more important than ever before. Today's clients are looking for more from today's pro, and this session will help you understand how to be all you can be so that you can build your most successful career ever.

This must-attend event will provide you the understanding of what you need to be prepared for and what you can leave behind, and set you up for your most successful career ever.



### **Multidimensional Makeup for Photography – Danessa Myricks**

**Saturday, November 12, 2:30-3:45**

As a makeup artist, photographer, and entrepreneur, Danessa Myricks has mastered the perfect beauty application and image and made a name for herself as one of the most creative in our makeup industry. With the creation of her eponymous line, Danessa Myricks Beauty, and her work in the studio, Danessa continues to creatively combine art and product manipulation as she did in her role as Director of Innovation for Benefit Cosmetics. Her insight and ability to guide others on how texture, color, product payoff, and lighting can synergize on camera is unmatched and essential to understanding all forms of beauty. In this first time keynote Danessa shows us why a multidimensional strategy is key to producing strong and impactful images. She tells her tips for mastering and manipulating texture and shows you how to set the tone that is vital for creating memorable images, maximizing color, and bringing dimension in our craft. Join us as Danessa shares the skills and hands you the tools and guides you through her understanding of how these effects will read on camera in different lighting settings are the key to unlocking your fullest potential.



### **Here's Where I Am: Setting Your Own Success**

**Jordan Liberty, James Vincent, Jill Glaser, Erik Soto, Angela Wilson, and Lori Taylor**

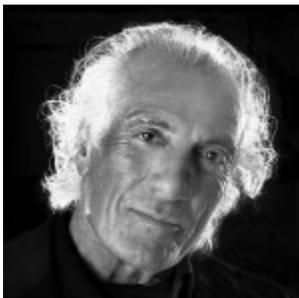
**Saturday, November 12, 4:00-5:15**



Building a business as a makeup artist requires successful planning, promotion and branding in any market.

Regardless of the city you work in or call home you must know how to put together successful business materials, master makeup application and create a portfolio and online presence that represent you and appeal to various clients. You can also find and define your own path and presence in this vast makeup industry. In this session Makeup Artist and The Makeup Show Director of Education and Artist Relations, James Vincent is joined by a panel of artists who have created their own place and redefined what success in makeup can mean including Johnny Lavoy. Join us for inspiration and honest advice from artists who have done it and can help you make your own name in the beauty business.

### **Sunday, November 13th**



### **A Career in Beauty – Mario Tricoci**

**Sunday, November 13, 10:30-12:00**

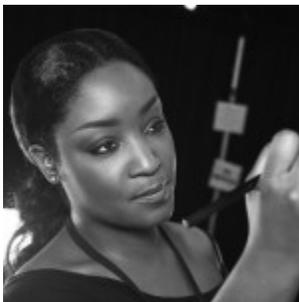
Living your dreams can sometimes mean looking inside yourself, truly examining your skill set, and getting proper education and focusing your drive and strengths to find success. Setting your goals, growing the scope of your brand beyond the expected and allowing yourself to include your passion in

your business plan, allows you to be more successful and find balance with your personal and professional journeys. In this first time session we are thrilled to have master stylist and educator Mario Tricoci, a man synonymous with education and entrepreneurship, join us on stage to offer advice and insight from over four decades in the business. As Founder and Vice-Chairman of Mario Tricoci, Mario reinvented the concept of the modern salon and spa. He now operates 14 salons and spas throughout Chicagoland. He shares his passion for the industry with each and every staff member through training and by hiring only those whose passion defines them in their chosen field. He also shares his talent and expertise with students through the 14 schools he founded to develop the beauty professionals of the future. In this session Mario will share his thoughts on the importance of education, offer insight on what you can do to find success in your own career and share his secrets for becoming a vanguard and visionary in the hair and makeup world.



**Quite a Character. Makeup Creation and Application – Vivian Baker**  
**Sunday, November 13, 12:30-2:00**

When it comes to enjoying the magic of film and television, makeup holds its own important place in helping us to suspend disbelief. From the design and application to character creation as well as understanding the importance of adaptability and problem solving, a makeup artist must be an expert in many areas. Vivian Baker is one of the leaders in our industry and an expert in her field. In this first time keynote at The Makeup Show, this sought after artist shares her story and offers expert insight on the creation, inspiration, development and design of a makeup application. Vivian will also offer advice on the tools and technique that allow artists in all areas of the industry to create the perfect makeup and execute a flawless application. With credits including Guardians of the Galaxy, Jurassic World and Oz the Great and Powerful and a client list made up of luminaries like Chris Pratt, Blake Lively and Tom Hanks, Vivian is a master artist who will help you gain a better understanding of your makeup skills and the things you need to do find success



**I'm With the Brand – Yaneek Proctor**  
**Sponsored by NARS Cosmetics**  
**Sunday, November 13, 2:30-4:00**

Makeup artists find their way to artistry from many different career paths and stories of success are as varied as a smoky eye. In his first time keynote at The Makeup Show, NARS Makeup Stylist Yaneek Proctor, tells us her tale and lets us in on what led her into a position designed to communicate the philosophies and ideals that François Nars bestowed on the company at its inception. With a resume that includes associations with prominent runway shows, editorial work and feature stories with some of the industries biggest publications and a background in communications and broadcasting Yaneek has an innate understanding of the role of makeup artist. In this keynote she will share her thoughts on how you can build your career with a brand, be better in your own branding as well as offer insight into upcoming trends. Yaneek will show you some of NARS Cosmetics' most signature looks and share ideas on what every artists needs to have in their kit to

create these modern makeup masterpieces and in their skill set to become the most successful artist they can be.

## Main Floor Seminars

Learn all the new trends for the seasons, techniques from Airbrush to FX and more at the Main Floor Seminars. Designed to inspire and inform, these seminars are presented by our sponsors and exhibitors, along with some of the biggest artists in the business. These complimentary events are seated on a first-come first-served basis and are included in admission to The Makeup Show.

### Saturday Seminars

#### Seminar A

- 10:45-11:30 Getting the Most Out of Your Eyeshadows - Autumn Scruggs for Crown Brush
- 12:00-12:45 The Ultra HD Collection: The Skin Generation - Nicholas Lujan for MAKE UP FOR EVER
- 1:15-2:00 NARS Complexion and Dimension - Shadia Taylor for NARS Cosmetics
- 2:30-3:15 Beauty in Balance - Bennett Jason for Inglot Cosmetics
- 3:45-4:30 Color Correcting Myths; How to Properly Use the Neutralizing Wheel - Megan Luman for Mehron makeup

#### Seminar B

- 10:00-10:45 The Power of Crème - David Stella-Traylor for Ellis Faas
- 11:15-12:00 New Airbrush Mixology: No More Deep-Cleaning - Frederick Sanders for TEMPTU Pro
- 12:30-1:15 Art of Brows - Monica Halligan for SENNA Cosmetics
- 1:45-2:30 The Art of the Complexion Through Correction - Brian Sutherby for MUSE Beauty Pro
- 3:00-3:45 Make-up, Art and Photography: Making Your Photos Pop! - Roque Cozzette for Cozzette
- 4:15-5:00 Perfecting Your Canvas – Bethany Townes for Embryolisse USA

### Sunday Seminars

#### Seminar A

- 9:45-10:30 Style Feed: Tools for Perfect Hair - Amber Scudiero for T3 Micro
- 11:00-11:45 Men's Grooming - Angela Wilson for MustaeV
- 12:15-1:00 Liner, Lips & Lashes: Editorial Essentials - Lori Taylor for Smashbox Cosmetics
- 1:30-2:15 Lock-It and Leave It: Crafting Unstoppable Complexions - Erik Soto for Kat Von D Beauty
- 2:45-3:30 Spring/Summer 2017 Forecast Trends - Viviana Martin for Kevyn Aucoin Beauty
- 3:45-4:30 Reality Skin vs. Celebrity Skin - AJ Crimson for AJ Crimson Beauty

#### Seminar B

- 10:00-10:45 Glittery Smokey Eye - Erika Guinn for NYX Professional Makeup
- 11:15-12:00 Introduction to Interactive Color/Light Theory - Jill Glaser for Makeup First

12:30-1:15      Makeup Kit Essentials: The Must Have Items for your Makeup Business - Nicholas Lujan for MAKE UP FOR EVER  
1:45-2:30      Beauty Editorial - Jordan Liberty for Frennds Beauty  
3:00-3:45      Mountain View Creating Beautiful Fantasy Characters With Airbrush - Lauren Navarrete for Graftobian Makeup

## Hands-on Workshops

In an inclusive and intimate class, artists will receive hands-on training from some of the largest names in our industry. These workshops are designed to allow learning through demonstration, discussion, coaching and critique via face-to-face attention from celebrity artists.



### **The Perfect Bride**

**Orlando Santiago**

**\$300 Friday, November 11, 2016 – 10:00-6:00 – Studio 1**

This event is ideal for freelancers, salon makeup artists and anyone who wants to add makeup to, or perfect their work in the area of bridal makeup. You will understand the best products and techniques for long-lasting, beautiful bridal makeup. Learn the must-ask questions when working with a bride/bridal party and considerations for photography and video work.



### **Essentials of Makeup Artistry**

**Bethany Townes**

**\$300 Friday, November 11, 2016 – 10:00-6:00 – Studio 2**

For anyone just getting started or interested in pursuing a career in makeup, The Essentials of Makeup Artistry is the perfect introduction to the world of professional makeup artistry. In this workshop you will explore all aspects and an application. Starting from the basics, we'll take you through the entire process of creating a flawless beauty makeup, from foundation to finish help you understand your product and tools, create a strong comprehension of texture and contour and how to design and create a perfect makeup application for every occasion. If you have already been doing makeup, but have never received formal training, The Essentials of Makeup Artistry is a fantastic compliment to your current skills and will fine tune your technique and gain a stronger understanding of the decision making process you will use to become the best artist you can be. Attendees will observe demonstrations, and participate in hands-on application of all makeup technique reviewed while receiving support and feedback from a celebrity artist.

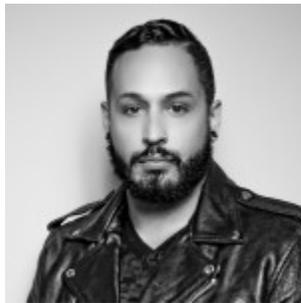


### **Emphasis Eyes**

**Danessa Myricks**

**\$140 Saturday, November 12, 2016 – 10:00-1:00 – Studio 1**

The emphasis on the eyes in most makeup applications cannot be denied and the decisions we make can make all the difference. In this hands-on workshop, we will explore the use of color, texture, and placement in creating shapes and illusions with multiple product options. We will discuss different product possibilities and the role they play in perfecting application and learn techniques for lining and defining, the importance and the power of depth and volume as well as explore the relationship between brow, lash and every area of the eye. Whether you are just starting out as an artist or want to bring your makeup to a more advanced level, this workshop will be sure to have you designing and applying a perfect eye for every occasion.



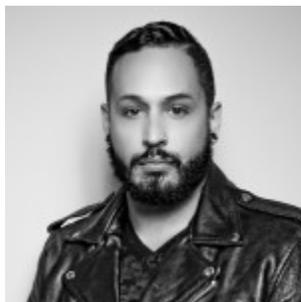
**Understanding Color Theory and Color Correction**

**Orlando Santiago**

**\$140 Saturday, November 12, 2016 – 1:30-4:30 – Studio 1**

Theory is used to allow us to understand how colors react to each other and how our eyes see that reaction. This reaction is the basis of all make up design. Color theory applied in beauty make up lets us enhance certain features like eye color, make educated choices to correct discoloration in the skin tone or skin imperfections, and helps with issues like under eye darkness.

In more advanced or avant garde make up designs, color theory will help you create a unique and impactful end result. In this hands-on workshop, you will learn how to make your own foundations, customize colors to design the best looks for your clients, and develop your eye to see how color theory applies to all aspects of your work.



**Fundamentals of Complexion and Contour**

**Orlando Santiago**

**\$140 Sunday, November 13, 2016 – 10:00-1:00 – Studio 2**

In this intensive hands-on workshop, we will look at one of the most important aspects of any application...achieving the perfect foundation. We will explore how product can be manipulated by an artist to attain any desired coverage and texture and the importance of color theory, color matching, correction and coverage in creating flawless foundation. We will

discern the decision making process and the why and when in choosing liquid, crème and powder formulations. In the hands-on portion, you will be challenged to color match multiple clients and correctly apply three different formulas of foundation to achieve desired coverage. This workshop is ideal for beginning makeup artist or artist who wants to explore the building blocks of a beautiful application.



**Defining Beauty**

**Bethany Townes**

**\$140 Sunday, November 13, 2016 – 1:30-4:30 – Studio 1**

This brand new beauty driven workshop will help you develop an understanding of the process of putting together a beauty driven makeup look from start to finish. You will learn to develop more cohesive

and fashion oriented looks in your artistry from bridal to everyday makeup and make choices that keep your application timely and timeless. We will discuss the concept of collaboration and examine the creative process as well as demonstrate essential techniques and product choices in keeping your work modern, fashionable and controlled

## **FOCUS: ARTIST'S KIT AND CAREER BUILDING SERIES**

### **Focus: FOR YOUR CAREER**

The business part of this beauty industry can sometimes be the greatest obstacle to success. Having an understanding of how to prepare your materials and present yourself to potential clients can be the crucial factor in determining whether you are the artist who is given a coveted position. In this first time Career Focus seminar series industry leaders known for their honest advice and valuable insight will help you understand the industry standards and identify what you can do in your own career to make yourself stronger and more successful.

### **Focus: FOR YOUR KIT**

Determining which product takes the coveted place in your kit can be one of the most difficult decisions for the professional artist. With so many options available artists can spend too much time and money in the process of perusing and purchasing makeup or even get stuck in staying with the same product they have always used. The Makeup Show Focus Series: Artist's Kit Building Area is designed to give you the opportunity to compare and contrast products from the same category by looking, feeling and revealing the facts and fundamentals that separate one from another allowing every artist to make a more informed purchasing decision. Take this opportunity to touch each product, talk to a group of your peers and take time to decide for yourself which product becomes one of your must have kit items. All product and materials needed will be provided by The Makeup Show during each session.

**Kit and Career Building Price: \$20 each session.**

**Saturday, November 12, 2016**

#### **Focus On Complexion – Bethany Townes – Studio 3**

**Saturday, November 12, 2016 – 10:00-11:00**

Take an intensive look at the options available for complexion, contour, highlight and color to shape and structure a face and add flush and get an understanding for the how, when and why in choosing the proper product.

#### **Must-Have Makeup for a Complete Kit – James Vincent – Studio 3**

**Saturday, November 12, 2016 – 11:30-12:30**

There are those products that exist in the makeup industry as the pieces every artist wants to have at hand. Do not miss this seminar that will show the whats and whys of some of our most famous classic and current makeup must haves.

**Choosing Product for All Clients – Bethany Townes – Studio 3**

**Saturday, November 12, 2016 – 1:00-2:00**

An exploration and examination the options available for complexion for all skin tones including African American, Latina, Asian and more. We will discuss favorite products and share information on what you can carry to meet the needs of any and all clients.

**Insight: Working in Television – Bethany Townes – Studio 3**

**Saturday, November 12, 2016 – 2:30-3:30**

Working in television can be a tough business. You've got to be able to take on limitless scenarios with an application that will look good in HD, move with the actors and last. See what products can meet these challenges and get some insight from an artist currently keying multiple programs.

**Sunday, November 13, 2016**

**Special Event Makeup Secrets – Danessa Myricks – Studio 3**

**Sunday, November 13, 2016 – 10:00-11:00**

Knowing which products work best for high intensity situations from red carpet and celebrity appearances to holiday parties and weddings allows you to choose these makeup must haves to apply high performance makeup and use the perfect finishing product on any client you are working with.

**Insight: Bridal – Danessa Myricks – Studio 3**

**Sunday, November 13, 2016 – 11:30-12:30**

Bridal makeup artists must be the best in the business. Both the intensity of the situation and the dynamically durable requirements of the application make it the toughest makeup you can do. See what products meet the bridal challenge and create the perfect bride every time.

**Insight: NYFW Wrap Up – Orlando Santiago – Studio 3**

**Sunday, November 13, 2016 – 1:00-2:00**

Get a first look at and a feel for current and upcoming trends and an understanding what you need in your kit. A must attend for anyone who wants to work on fashion week or bring a more fashion feel to any makeup application.

**Marketing Me: Strategies for Success in the Freelance Career – Danessa Myricks – Studio 3**

**Sunday, November 13, 2016 – 2:30-3:30**

Having an understanding of how marketing works and what it can do for your career is even more crucial when you are your own business. In this session we will explore the smartest ways you can use social media to set a plan into place and put your career in better motion.