

The Makeup Show Chicago

Education: October 4-5, 2019

Exhibits: October 5-6, 2019

** This agenda is subject to change*

HANDS-ON WORKSHOP SCHEDULE

**Hands-On Workshop registration is in addition to your show ticket. This is non-refundable and non-transferable.*

FRIDAY, OCTOBER 4



Makeup for Photography: Danessa Myricks

Studio 1, 9:00am-12:00pm - \$140

Class Level: Intermediate to Advanced

In this crucial event for anyone working in any print medium including bridal, editorial, head shot or other print work, you will review what is involved in creating flawless beauty makeup for photography. This event is designed to help you better understand the details that make a makeup camera ready. The presenter will take you through the techniques required to transform a makeup for photography and the product and tools that can be used. They will share personal procedures as well as explore the precision required for photographic applications.



Perfect Skin: Felicia Walker

Studio 2, 10:00am-1:00pm - \$140

Class Level: Beginner to Intermediate

Today's client has unprecedented access to a plethora of beauty information. And thanks to social media and modern cameras, your client's quest for complexion perfection presents a challenge that mere makeup application might not solve. As the beauty expert and a trusted source, the makeup artist is in a unique position to offer the client education, tips, and techniques to help enhance his or her skin, beyond makeup. Having a basic knowledge of skincare is essential to diminishing texture, adding lift and glow and eliminating discoloration. In this workshop, the facilitator walks you through the basics of skin preparation from decision making to actual process. You'll have an opportunity to practice under the guidance of a master and gain valuable knowledge from her feedback. The facilitator will also address skin care concerns including rosacea, acne and scarring and address the best products for artists to carry in their professional makeup kit.



Emphasis Eyes: Bethany Townes

Studio 1, 1:00pm-4:00pm - \$140

Class Level: Beginner

The application an artist decides to emphasize the eyes 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 product options and the role they play in perfecting application. Learn techniques for lining and defining, understand the power of depth and volume, and explore the relationship between brow, lash and every area of the eye. Whether you are just starting out or elevating your makeup to the next level, this workshop will have you designing and applying a perfect eye for every occasion.

HANDS-ON WORKSHOP SCHEDULE

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FRIDAY, OCTOBER 4



Beginner to Advanced

Studio 2, 1:30pm-4:30pm - \$140

Class Level: Intermediate to Advanced

Whether your work is with celebrities for award ceremonies or real women, red carpet beauty will help you better understand and execute special event makeup. Watch and learn the secrets to making your makeup long lasting and ensuring it will be flawless in photographs, video and in person and practice the techniques and tricks the biggest artists in the business use to develop their signature looks.

MAIN STAGE PRESENTATIONS

**Main stage presentations are included in your show ticket.*

SATURDAY, OCTOBER 5



Artistry in Action: Timothy Hung

11:30am-1:00pm

Makeup Artist Timothy Hung has taken the title of makeup artist to new levels. With knowledge in fashion and art and the ability to combine the passions that drive him, Timothy creates and captures works of art that draws the line between makeup art and fine art. In his first keynote at The Makeup Show, you will watch a Master Artist in Action as he takes on the elements of art. Timothy will showcase the visual components of color, form, line, shape, texture and value to take you from fundamentals to the fantastical. Watch and experience how an artist can use color and texture to elevate an application and showcase how two dimensional ideas are adapted to three dimensional in an application.



Complexion Conversation – Skincare in a Digital Age: Danessa Myricks & Felicia Walker

2:00pm-3:30pm

Navigating the endless options available in today's skincare market can seem overwhelming. With today's cameras customizing your choices, applications are more important than ever. Connecting to the brands you use and social media have also changed the game. In this one of a kind presentation, Danessa Myricks and ThisThatBeauty's very own Felicia Walker, delivers all you need to know to become an expert in perfecting skin and creating content for this digital age.



MOMENTUM SESSION SCHEDULE

**This is not a hands-on workshop, but a demo will be provided and attendees will observe and participate in all sessions. Registration is in addition to your show ticket. This is non-refundable and non-transferable.*

SATURDAY, OCTOBER 5



Complexion Perfection: Bethany Townes

Studio 3, 9:30am-10:45am - \$35

With the advent of high-definition photography and clients becoming more product savvy than ever before, makeup artists need to be more proficient in analyzing their clients skin, identifying issues and taking immediate action in skin preparation. In this session, we will take an intensive look at the options available for skin care and complexion and show you how to properly care and prepare for any complexion need. We will offer insight on skin products that's perfect for the professional artist and show you how to bring them into your makeup application.



SKIN Games: Felicia Walker

Studio 3, 11:15am-12:30pm - \$35

Thanks to our obsession with social media, the demand for perfect skin is at an all-time high. Skincare for the Working Makeup Artist is a career essential. This seminar is your guide to elevating your makeup artistry and increasing your value through skincare education, tips, techniques and products. Go beyond makeup artistry by adding this invaluable skill set to your kit. The "must-attend" seminar will equip you with information and expertise that will amplify your artistry and establish a point of difference between you and your competition. Skincare education and makeup application go hand-in-hand. This seminar will transform your artistry.



Engaging Bridal: Aga Rhodes

Studio 3, 1:00pm-2:15pm - \$35

Bridal makeup artists must be the best in the business. Both the intensity of the situation and the dynamically durable requirements of the application, makes it the toughest makeup you can do. See what products meet the bridal challenge, learn how to build a better bridal business, and learn to create the perfect bride every time.



Marketing Me: Strategies for Success in the Freelance Career: Lijha Stewart

Studio 3, 2:45pm-4:00pm - \$35

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

MAIN STAGE PRESENTATIONS

**Main stage presentations are included in your show ticket.*

SUNDAY, OCTOBER 6



Beauty, Driven: Ashunta Sheriff

10:30am-12:00pm

With over 20 years in the beauty industry, makeup artist, Ashunta Sheriff has made a name for herself by mastering the art of makeup and has managed to change the game. With an understanding of both beauty and business, Ashunta has separated herself from other artists by using the less is more makeup approach on some of the most famous faces in the world while managing to forge the way for fresh, new beauty looks. Her passion and drive have allowed her to keep moving forward and gained her a position in the industry that is unlike anyone else. In her return to The Makeup Show stage, Ashunta will share her thoughts on how to build your own beauty brand and name while maintaining your own ideals and integrity. She will speak on the importance of surrounding yourself with the right people to push you further. She will shed some light on how to make your own artistry celebrity worthy and share her technique for developing her signature contour and glowing makeup look. Let Ashunta inspire you to look beyond the images that we are inundated with and the carbon copy makeup techniques that flood the internet. She will guide you to develop your own signature style and help you to become part of this new makeup movement of individual beauty.



Editorial Artistry: Linh Nguyen & Lijha Stewart

1:15pm-2:45pm

Developing hair and makeup for editorial requires an eye for artistry and an advanced skill set. In this first time session, celebrated hair stylist and makeup artist Linh Nguyen and Lijha Stewart take to the stage to share their insight on editorial. They will offer advice on how to work in this exciting area of the industry while sharing their inspirational editorial beauty work they're known for.



Beauty Mark: Making An Impact In Artistry: Miss Fame

3:00pm-4:30pm

Making an impression in a competitive industry is not easy. Making your mark in multiple industries on an international level seems impossible. Model, recording artist, performer and makeup artist, Miss Fame has done just that and managed to capture the collective imagination in the process. Miss Fame continues as trend-setter and a ground- breaker to make an impression with all she does. With an always impressive drive, talent, and a constant vision, Miss Fame is doing it all on an international level. In this first time keynote, Miss Fame, whose real name is Kurtis Dam-Mikkelsen, will share the story of what led him from San Louis Obispo to the world of modeling and makeup. He will demonstrate the skill and reveal the secrets that go into his internationally recognized makeup applications. Watch a Master at work and witness the art of transformation. Miss Fame/Kurtis will answer questions, offer advice, and inspire you to develop your own style, find your own success, and make your own way in this beauty business.

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SUNDAY, OCTOBER 6



Serving Glamour – Danessa Myricks

Studio 3, 9:30am-10:45am - \$35

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. Watch and learn as we breakdown the design process for giving glamour as well as sharing industry secrets for application and the finishing touches.



Understanding Avant-Garde: Lijha Stewart

Studio 3, 11:15am-12:30pm - \$35

New and unusual or experimental ideas, especially in the arts, or the people introducing them is the definition of Avant-Garde. An important piece to understand, if you want to take your makeup to exciting places, watch as we bring you through unexpected applications beyond beauty and share some of the tools and techniques to help you bring the unexpected to your own makeup.



Tools of the Trade: Bethany Townes

Studio 3, 1:00pm-2:15pm - \$35

Every job requires its own set of tools. With more options than ever, choosing the right instrument can seem impossible. In this intimate intensive session, Brush Expert Angela Wilson will bring you through the process of choosing the correct brush hair, size, and shape. We will bring you through the process of building a brush and how to choose the right one based on your own needs. Gain insight on how you can maximize your potential to complete a job with minimum means by discerning which implements can make any makeup look its most excellent.



A Stronger Foundation: Bethany Townes

Studio 3, 2:45pm-4:00pm - \$35

Foundation and complexion products have become one of the most important parts of any application. With more choices than ever, knowing how to meet your client's needs and make better decisions allows you to become a stronger artist. A Stronger Foundation takes a look at the options available for complexion and get an understanding for the how, when and why in choosing the proper products.