

## 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 4th



#### **Redefining Success – Danessa Myricks, Fidel Gonzalez and James Vincent Saturday, November 4, 10:30-12:00**

As more and more makeup artists enter the industry and opportunities for the professional artist arise in new areas every day, the concept of what a career looks like is changing. As exciting new renegade publications, opportunities and agencies redefine the definition of success, building better relationships and surrounding yourself with a talented team becomes more important than ever. Why, What, When and How to build a portfolio, land better jobs and make your own mark are questions every artist has. Join us for this exciting panel as photographer, artist and publisher of XIOX Magazine, Fidel Gonzalez, and artist, brand owner and educator, Danessa Myricks, join artist and creator of Rebels and Outlaws, James Vincent, to take us through the traditional and modern methods of finding your voice, refining your craft and building a career that is changing the game.



#### **Signature Style – Rachel Goodwin Saturday, November 4, 12:30-2:00**

Defining your own aesthetic, understanding the situation, and examining the face in front of you will allow you to make more artistic decisions in every makeup application. Developing your own signature style is as essential to designing a makeup application as meeting the needs of your client and bringing your career to the next level. Makeup artist Rachel Goodwin is one of the most respected artists working today. Working with clients such as Brie Larson, January Jones and Emma Stone. sought after by celebrities and loved by fellow makeup artists, she has become synonymous with makeup that is impactful and as individualized as the icons she has worked with. In this session, Rachel talks about her career and shares some thoughts on what you can do in your own career to make your mark. She will show you an application and bring you through the decision making and product selection process. Rachel will encourage you to channel your inner artist and create a memorable makeup every time.



#### **A Career in Makeup – Leonard Engelman Saturday, November 4, 2:30-4:00**

Leonard Engelman is one of the most renowned makeup and FX artists in the film, and television industries. He has been the standard of makeup and fx artists for over 40 years. As an artist, advocate, educator and entrepreneur, Engelman has worked to elevate the art, craft and integrity of our industry.

This Emmy nominated artist has been recognized for his work in television and film with a lifetime achievement award from the Make-Up Artists and Hair Stylists Guild. He is the first Governor of the Academy of Motion Picture Arts and Sciences' Makeup Artists and Hairstylists Branch, Chairman of the Academy's Executive Committee and the creator behind TaUT skincare, a brand

he started with business partner Cher. In his first time on The Makeup Show stage Leonard will lead you through his legendary career and offer advice on all that you can do to create your own legacy and career in makeup.



**The Makeup Show Town Hall – Monique Boyer, Lori Taylor-Davis, Susan Cabral-Ebert and Kevin James Bennett**

**Hosted by James Vincent**

**Saturday, November 4, 4:30-5:30**

Our industry has grown in size and scope tremendously in the last decade with more information and opportunity than ever before. It has led to a diverse community of artists with different voices, visions and experiences. In this all new The Makeup Show keynote, attendees are invited to join our panel of artists and experts to discuss current topics, debate timely issues, present ideas, voice opinions, ask questions and have an opportunity to engage executives and artists and explore some of the hot topics in today's makeup Industry.

**Sunday, November 5<sup>th</sup>**



**Makeup Kit Breakdown – Kevin James Bennett**

**Sunday, November 5, 10:00-11:30**

When it comes to building the perfect, professional makeup kit and breaking down the ingredients in your favorite product, there is no industry voice more knowledgeable than Kevin James Bennett. In this first time keynote at The Makeup Show, the makeup master behind so many brands offers his assessment of what every artist should be carrying in their kit. He will review the essentials for every media format, help you separate the actual needs from the wants in an ever growing market and offer insight on what are the actual must-haves for the makeup pro. Listen in as he offers advice on the significance of formulation knowledge as a pro tool, breaks down basic formulas, demonstrates the process of editing a kit for efficiency and demystifies consumer and professional product.



**Making Up – Joyce Bonelli**

**Sunday, November 5, 12:00-1:30 pm**

She's one of the most famous makeup artists in the world who has become a celebrity in her own right, thanks to her close ties with the Kardashians. As an Artist, personality and entrepreneur, Joyce has made an impact on an entire world with her makeup aesthetic and managed to take the title of artist and influencer to new levels. In this first time keynote at The Makeup Show, Joyce tells the story behind her brilliant career, talks about the launch of her eponymous makeup line, Joyce Bonelli Cosmetics, and offers insight on what you can do to find your own path to individual success. Do not miss a chance to catch up and keep up with this artist and influencer and find the inspiration to make your own mark in the industry.



**Making Your Mark – Dana Bomar**

**Sunday, November 5, 2:00-3:30**

Dana Bomar's path from behind the counter in a department store to becoming one of the most in demand celebrity artists in the business is epic. The jump from Nordstrom artist to Instagram sensation in less than ten years is to be admired but to be one of the most respected artists, behind the much respected Melt Cosmetics brand, is much more than that. It is game changing. In this first time keynote for The Makeup Show, Dana takes to the stage with our own James Vincent to share her own stories, offer advice for our attending artists and share her secrets for building your own successful brand and social media presence in our beauty industry.

## 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

- 10:30-11:15 Off the Runway for Spring/Summer 2018 - Viviana Martin for Kevyn Aucoin Beauty
- 11:30-12:30 How To Get Into The Union - Sue Cabral-Ebert for IATSE 706
- 12:45-1:30 Artistically Inclined: Creating Beauty for Editorial - Nicholas Lujan for MAKE UP FOR EVER
- 1:45-2:30 Choosing the Right Foundation Brush - Autumn Scruggs for Crown Brush
- 2:45-3:30 Complexion Perfection - Drew Krake for It Cosmetics
- 3:45-4:30 Art of Brows - Eugenia Weston for SENNA Cosmetics
- 4:45-5:30 Innovative Skincare Must-Haves for Every Makeup Artist - Diana Lenzion for Dr Brandt Skincare

### Seminar B

- 9:45-10:30 No Filter Needed: Flawless Skin and Makeup - James Vincent for The Body Shop
- 11:00-11:45 Treat Your Celebrity Client Professionally - Kristina Goldberg for Graftobian Makeup
- 12:00-12:45 Now You See It, Now You Don't! Covering Tattoos, Blemishes and Skin Discoloration - Tanya Deemer for Temptu
- 1:00-1:45 Men Want Makeup Too - Angela Wilson for MustaeV
- 2:00-2:45 Detailing Beauty - Ivan Betancourt for MUSE Beauty Pro
- 3:00-3:45 Red Carpet Glam: Holiday Look Using In Your Element Shadow Palettes & Glitters - Lavonne Anthony for NYX Professional Makeup
- 4:00-4:45 Before Foundation - Orlando Santiago for Embryolisse/TwinMedix

## Saturday Seminars

### Seminar A

- 10:00-10:45 Pushing the Envelope in Editorial & Red Carpet Makeup - Paloma Romo for Mehron Makeup
- 11:00-11:45 Skin Is In! - Melanie Mills for Melanie Mills Hollywood
- 12:00-12:45 Beauty and the Brush - Orlando Santiago for Stilazzi and Friends Beauty
- 1:00-1:45 How to Book Your Dream Client & Double Your Sales - Briana Dai for Beauty Boss Network
- 2:00-2:45 Makeup for Macro Photography ~ Techniques for the Tight Shot - Lori Taylor-Davis for Smashbox Cosmetics
- 3:00-3:45 The Business of Instagram for Makeup Artists - Janelle Olynyk for Smith Cosmetics

### Seminar B

- 10:15-11:00 Youngblood Essentials for Your Kit - Philip Luque for Youngblood Mineral Cosmetics
- 11:15-12:00 In case of Emergency - Take Class: Assemble the Ultimate Survival Kit - Nicholas Lujan for MAKE UP FOR EVER
- 12:15-1:00 Avante Garde Makeup - David Hernandez for Nigel Beauty Emporium
- 1:15-2:00 Pro Hollywood Techniques for Ultimate Red Carpet Glamour - Barri King for Charlotte Tilbury
- 2:15-3:00 Ten Words - Michael DeVellis for The Powder Group
- 3:15-4:00 Fearless Latina - Mayeli Rivera for Drama Queen 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.

\*presenters, topics and schedules subject to change.

## FRIDAY WORKSHOPS



### On-Set Editorial

**James Vincent, Danessa Myricks, Bethany Townes, Orlando Santiago and Fidel Gonzalez**

**Friday, November 3, 2017 – 10:00-2:00 – Studio 3**

Behind the scenes on an editorial set from start to finish. This workshop is designed to offer you an opportunity to observe and participate in actual editorial photo shoots with five different artists, each with their own style. Watch, learn and gain a better understanding of what goes into the design, application, communication and finishing on a photo shoot. Spend the day with Danessa Myricks, James Vincent and photographer Fidel Gonzalez. Ask questions, assist them in their process, seek advice, and learn the ins and outs of how to get started or to the next stage in the editorial world.



### The Perfect Bride

**Autumn Scruggs**

**Friday, November 3, 2017 – 10:00-6:00 – Studio 2**

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.

## SATURDAY WORKSHOPS



### Emphasis Eyes

**Bethany Townes**

**Saturday, November 4, 2017 – 10:00-1:00 – Studio 2**

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.



### **Red Carpet Beauty and Beyond**

**Orlando Santiago**

**Saturday, November 4, 2017 – 10:15-1:15 – Studio 1**

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.



### **Makeup for Photography**

**Danessa Myricks**

**Saturday, November 4, 2017 – 1:30-4:30 – Studio 2**

In this crucial event for anyone working in any print medium including bridal, editorial, headshot 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.

## **SUNDAY WORKSHOPS**



### **Mastering Makeup Trend**

**James Vincent and Lori Taylor-Davis**

**Sunday, November 5, 2017 – 9:45-12:45 – Studio 1**

Understanding the latest movement in makeup is more important than ever. Every season we are treated to catwalk creativity from the fashion capitals of the world, which inspires makeup for an entire season. Award shows and celebrity appearances have our clients always asking for the latest look. In this workshop, we will identify current direction for the

upcoming season. Through the colors, textures, looks and trends taken from the world of fashion, you will feel inspired with your own makeup application and better understand how to make your clients look like their favorite celebrity.



### **Editing and Examining Your Work**

**Bethany Townes**

**Sunday, November 5, 2017 – 10:00-1:00 – Studio 2**

Perfecting your technique, detailing your work and understanding control and precision in beauty makeup applications is essential for becoming a well-known or well respected artist. Stepping back from your makeup and making edits is as important as how you design your look and deal with your client. Knowing when to stop and developing your eye to see the small detail in your makeup makes every makeup stronger.

This workshop is a concentrated look at techniques including focusing on detailing and taking the extra steps to ensure your makeup goes from great to gorgeous. Learn the methods you need to create flawless, awe inspiring beauty makeup on every job from bridal to editorial. This workshop will allow you to see and experience your application in HD to better understand your own makeup.



### **Fundamentals of Complexion and Contour**

**Orlando Santiago**

**Sunday, November 5, 2017 – 1:15-4:15 – Studio 1**

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.



### **Essential FX: Out of Kit FX**

**David Hernandez**

**Sunday, November 5, 2017 – 1:30-4:30 – Studio 2**

Whether you are working in film, television, commercial work or fashion, having an understanding of Basic FX makeup is essential.

This event is designed for the makeup artist who has an interest in understanding basic makeup effects that can be achieved with the products found in every basic makeup kit such as lipsticks, blush and eyeshadows. We will demonstrate and lead artists through techniques for designing and

applying effects including scars, cuts, burns and bruises and discuss when this type of application will and won't be appropriate. Supplies are provided

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

**Saturday, November 4, 2017**

#### **Insight: Bridal – Autumn Scruggs – Studio 3**

**Saturday, November 4, 2017 – 10:00-11:00**

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.

#### **Focus On Smashbox Cosmetics – Lori Taylor-Davis – Studio 3**

**Saturday, November 4, 2017 – 11:30-12:30**

Take this opportunity to touch each product from Smashbox Cosmetics, try it, talk to a group of your peers and take time to decide for yourself which product becomes one of your must have kit items and learn the features and benefits of each. Let Smashbox Cosmetics show you what they are all about and share their must have for the professional makeup kit.

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

**Saturday, November 4, 2017 – 1:00-2:00**

There are those products that exist in the makeup industry as the pieces every artists 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.

#### **Marketing Me: Strategies for Success in the Freelance Career – Bethany Townes – Studio 3**

**Saturday, November 4, 2017 – 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.

#### **Insight: NYFW Wrap Up – Bethany Townes – Studio 3**

**Saturday, November 4, 2017 – 4:00-5:00**

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.

**Sunday, November 5, 2017**

**Special Event Makeup Secrets – Autumn Scruggs – Studio 3**

**Sunday, November 5, 2017 – 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.

**Focus On NYX Professional Makeup – Lavonne Anthony – Studio 3**

**Sunday, November 5, 2017 – 11:30-12:30**

Take this opportunity to touch each product from NYX Professional Makeup, try it, talk to a group of your peers and take time to decide for yourself which product becomes one of your must have kit items and learn the features and benefits of each. Let NYX Professional Makeup show you what they are all about and share their must have for the professional makeup kit.

**Focus On MAKE UP FOR EVER – Nicholas Lujan – Studio 3**

**Sunday, November 5, 2017 – 1:00-2:00**

Take this opportunity to touch each product from MAKE UP FOR EVER, try it, talk to a group of your peers and take time to decide for yourself which product becomes one of your must have kit items and learn the features and benefits of each. Let MAKE UP FOR EVER show you what they are all about and share their must have for the professional makeup kit.

**Insight: Working in Television – Autumn Scruggs – Studio 3**

**Sunday, November 5, 2017 – 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.