

The Makeup Show Chicago
@ America's Beauty Show
Education & Exhibits: April 15,16, & 17

**Please note that the agenda is updated weekly. Agenda is subject to change.*

MAIN STAGE PRESENTATIONS
SATURDAY, APRIL 15

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



Makeup Kit Breakdown- [Kevin James Bennett](#)
Saturday, April 15, 12:00pm- 1:30pm

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.



**Becoming Your Brand – [Yaneek Proctor](#)
Saturday, April 15, 2:00pm- 3:30pm**

Makeup artists find their way to artistry from many different career paths and stories of success are as varied as a smoky eye. In this first-time Main Stage presentation at The Makeup Show New York, Makeup Stylist, Artist, and Entrepreneur Yaneek Proctor, tells us her tale and lets us in on what led her to building her own media presence, makeup career and beauty brand. With a résumé that includes associations with prominent runway shows, editorial work and feature stories with some of the industry’s biggest publications and a background in communications and broadcasting, Yaneek has an innate understanding of the role of a makeup artist. In this Main Stage presentation, she will share her thoughts on how you can build your career, be better in your own branding as well as offer insight into upcoming trends. Yaneek will show you some of the makeup tips that made her a viral sensation and share ideas on what every artist needs to know to become the most successful artist they can be.

**IN THE STUDIO
SATURDAY, APRIL 15**

**IN the Studio class registration is in addition to your show ticket. This is non-refundable and non-transferable.*



**The Ultimate Skin Designer with [Danessa Myricks](#) Saturday, April 15,
12:00pm- 3:00pm**

Studio 1 – \$149

Class Level: Intermediate to Advanced

When it comes to complexion there is definitely no “One size fits all” approach. There are so many considerations to take into account like skin tone, skin type, skin imperfections and taste, just to name a few. Join Danessa for this intimate live session where she answers all your questions about strategically designing complexion for every skin type and occasion. During this exclusive, interactive session, Danessa will demonstrate a variety of complexion techniques including managing texture, designing natural bulletproof matte skin, color correction, and the strategic layering of textures and finishes to create the most natural, multi-dimensional skin.

- Building your texture tool kit
- The power of underpainting
- Strategically customizing glow
- Shape shifting features using radiance
- Minimizing texture while amplifying glow
- Glow and the Power of 3

BUSINESS OF BEAUTY SESSION SCHEDULE

SATURDAY, APRIL 15

**This is not a hands-on workshop, but a demo may 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.*



Winning Clients and Influencing People– Lijha Stewart

Saturday, April 15, 12:00pm- 1:00pm
Studio 2

Making a great first impression is imperative. Leaving a lasting impression is paramount. Understanding the multifaceted skill of marketing yourself and what it can do for your career is even more crucial for the success of your business. In this session, we will explore the savviest social media strategies to set a plan into place, wow potential employers, prospective clients, and possible agents to put your career full momentum.



**Natural Glamour Makeup for Mature Clients– [Lijha Stewart](#)
Saturday, April 15, 2:00pm- 3:00pm
Studio 2**

Learn how to comprehensively understand every client's unique needs no matter what stage of life. Having the knowledge and skill set to make every client feel beautiful is essential. In this session, you'll learn how to identify the specific needs of aging skin as well as enhance, eyes, and lips for mature clients. Leave feeling confident knowing you can make any client in your chair feel gorgeous.

**SEMINAR STAGE
SATURDAY, APRIL 16**

**Seminar stage entrance is included in your show ticket.*

11:30am-12:15pm: TBD with Riot Beauty



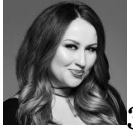
12:30pm- 1:15pm: Creating An Unforgettable Client Experience with James Vincent for Rebels and Outlaws



1:30pm- 2:15pm: Getting Next: Creating Your Best Life and Career Now with Michael Devellis for The Powder Group



2:30pm- 3:15pm: Business 101: From Inquiries to Invoicing with Jake Aebly **for** Alcone Company



3:30pm- 4:15pm: Introducing New Lumify Eye Illuminations with Lijha Stewart for Lumify

Demo Stage A: Saturday, April 15th, 2023:

11:30am-12:30pm: TBD



12:45pm-1:45pm: Eye Makeup That Pops! Tricks for Popping Eyeshadow and Lush Lashes with Melanie Mills for The Makeup Altar

2:00pm-3:00pm: TBD



3:15pm-4:15pm: Airbrush Beauty with Jennifer Harbour-Heap for KETT Cosmetics @ ESUM Cosmetics
3:00pm-3:00pm: TBD

Demo Stage B: Saturday, April 15th, 2023:



11:15am-12:15pm How to Ombré a Lip like a Pro with Ladwina Holmes for Délali Robinson Cosmetics

12:30pm-1:30pm: TBD

1:45pm-2:45pm: TBD

3:00pm-3:45pm: TBD

MAIN STAGE PRESENTATIONS SUNDAY, APRIL 16

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



Skin Game – Yummy Skin with [Danessa Myricks](#) Sunday, April 16, 10:00am- 11:30am

“Game-changer” is a description that gets thrown around a lot in the beauty industry. Innovators that shift the way we look at beauty and trends while challenging tradition. Creating beautiful skin, is a must for every makeup artist. Understanding the design and decision-making process for complexion is more important than ever especially when meeting the demands of today’s cameras and lifestyles. In this session, Danessa Myricks takes you through the what, when, why and how of complexion coverage with an eye towards unforgettable makeup. As an industry innovator, her understanding of perfecting complexion for every client and situation makes her a master! In this keynote, Danessa will discuss the process for perfecting skin, by demonstrating the techniques that have made her a celebrity artist and sharing the secrets to becoming a success. She will showcase some of the tricks and techniques that make her an internationally loved artist.



Iconic Makeup– [Nick Lujan](#) Sunday, April 16, 12:00pm- 1:30pm

The worlds of beauty and fashion are always moving forward at fast speed, but a great artist or stylist always masters the fundamentals and knows their history. As an artist and Director of Artistry and Education for Kevyn Aucoin Beauty, Nick Lujan knows how to take a classic look, legendary products, and the legacy of the past, into modern day for any makeup or beauty clientele. Join us as Nick takes you through the inspiration, design, and application that he has become internationally known for. Watch and learn how to create looks that are timely timeless and make an unforgettable impression.



**The NEXT Level of Beauty - [James Vincent](#) & [Alphonse Wiebelt](#) for [ESUM Cosmetics](#)
Sunday, April 16, 2:00 -3:30**

Experience gives a makeup artist value beyond perfecting liner. How we begin our career will evolve, opening new doors within an industry we love. James Vincent speaks with Makeup Artist & Creator of ESUM Cosmetics - Alphonse, as they discuss his journey leading to the concept behind his latest collection. From makeup artistry and educator to creative director, his 25+ years of experience has been a playground for creative minds and a reservoir of knowledge that fuels his passion for beauty. Alphonse will demonstrate some of his signature techniques for creating balanced & beautiful makeup while introducing the NEXT level of beauty for ESUM Cosmetics.

**IN THE STUDIO
SUNDAY, APRIL 16**

**IN the Studio class registration is in addition to your show ticket. This is non-refundable and non-transferable.*



Glam + Glow Techniques for the Business of Glamour with [Aga Rhodes](#)
Sunday, April 16, 10:00am- 1:00pm Studio 1- \$149
Class Level: Beginner to Intermediate

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.



Color for Correction & Creation– [Lijha Stewart](#)
Sunday, April 16, 2:00 pm- 5:00 pm
Studio 1- \$149
Class Level: Beginner

Theory allows us to understand how colors react to each other and how our eyes see that reaction. This reaction is the basis of all makeup design. Color theory applied in beauty makeup lets us enhance certain features like eye color, make educated choices to correct discoloration in the skin tone or skin imperfections. Major issues like under eye darkness or distraction and helps create a unique and an impactful end result. You will learn:

- Learn how to make your own foundations
- Customize colors to design the best looks for your client

BUSINESS OF BEAUTY SESSION SCHEDULE
SUNDAY, APRIL 16



**Skin Games– [Lijha Stewart](#)
Sunday, April 16, 10:30am- 11:30am
Studio 2**

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 session 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” class 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 session will transform your artistry.



**Media Frenzy, Makeup, Marketing and More– [Lijha Stewart](#)
Sunday, April 16, 12:00pm- 1:00pm
Studio 2**

In today’s world, a great makeup application is never enough. You’ll need to understand not only how to design and apply beautiful makeup, but how it will be captured by the camera as well as how you can use the image to market and promote yourself. In this hands-on workshop, our presenters will share their insights on being a makeup artist with influence. This will be presented while bringing you through their process for completing a makeup look, making decisions about how, why, and where to post it and shows you how you can use your phone to capture makeup and behind-the-scenes moments to build your own social media platforms that have impact and authenticity.





Engaging Bridal– [Aga Rhodes](#)
Sunday, April 16, 2:00pm- 3:00pm
Studio 2

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, learn how to build a better bridal business, and learn to create the perfect bride every time.



Working with a Brand– [James Vincent](#)
Sunday, April 16, 3:30pm- 4:30pm
Studio 2

Seeking prospective work and landing it can be tough enough. In the beauty industry, where you are constantly networking with potential employers, prospective clients, and possible agents you need to know how to succeed in even the most harrowing situations. Building a relationship with a brand can be a great way to launch a career or create more work but separating yourself from the fray can feel difficult. In this session, we will determine who you need to reach out to, how you can create a better network, what you need to land lucrative contracts and rewarding relationships with the best in the business.

SEMINAR STAGE
SUNDAY, APRIL 16

**Seminar stage entrance is included in your show ticket.*

9:30-10:15am- TBD



10:30am-11:15am: A Systematic Approach to Makeup with Debra Dietrich for ESUM Cosmetics



11:30am- 12:15 pm: Monetizing Your Makeup with Jacob Hyzer for LimeLife by Alcone



12:30pm-1:15pm: Brushes for Out of the Kit Effects with Valerie Vanderkolk for Omnia Brush



1:30pm-2:15pm: The Art of Mature Skin Prep and Makeup: Tricks to Flawless Mature Glam with Melanie Mills for Melanie Mills Hollywood



2:30pm-3:15 pm: Should They Stay or Should They Go – Current Trends in Makeup Artistry with Jill Glaser for ATTN! Beauty



3:30pm-4:15pm: Minimal, Natural Glamorous with NiNi Jenkins for Chicago Makeup School

DEMO STAGE A
SUNDAY, APRIL 16

**Demo stage entrance is included in your show ticket.*

9:30am-10:30am: TBD



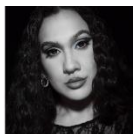
10:45am-11:45am: Armored Makeup for Brides with Francis Star for Francis Star Cosmetics



12:00pm- 1:00pm: The Art of Story: From Mood Board to Last Looks with Tony Tulve Alcone Company



1:15pm- 2:15pm: Self Care with Yasmina Harrison for Tzol' Skin



2:30pm- 3:30pm: Elevated Lines & Dimensional Color with Desiree Denis-Easton for Danessa Myricks Beauty



3:45pm-4:45pm: Makeup Luggage and Accessories with Aga Rhodes for AAIRAH

DEMO STAGE B
SUNDAY, APRIL 16

**Demo stage entrance is included in your show ticket.*

9:15am-10:15am: TBD



10:30am-11:30am Bridal Makeup with Gaibee Aguiree for Bella Bridal Beauty

11:45am-12:45am: TBD with Bronze Glory



1:00pm-2:00pm: Nail Painting Tips & Tricks with Ericka Johnson for Janet & Jo



2:15pm-3:15pm In Studio Teeth Whitening Service with Raya Horst and Lainy Schorr for Vivid Beauty and Wellness

3:30pm-4:30pm: TBD

MAIN STAGE PRESENTATIONS

MONDAY, APRIL 17



**A Career in Makeup – [Melanie Mills](#) for [The Makeup Altar](#)
Monday, April 17, 10:00am- 11:30am**

Becoming a successful makeup artist means putting in long hours of hard work with day-after-day dedication and unlimited amount of patience... A makeup artist who works predominantly in a bridal or private clientele work, has got to have a kit, a skill level, and an understanding of makeup that goes far beyond the basics. In this first time in The Makeup Show keynote, Emmy Award Winning makeup artist and Hollywood insider, Melanie Mills offers insights and understanding of building a better makeup. From your consultation with your client, to designing and finishing the makeup with important Pro-details, Melanie will offer tips and techniques that will land you a prime clientele and make you a premier in the makeup business.

Monday, April 17, 12:00pm- 1:30pm
TBD – Presenter TBD



**Redefining Success in the Beauty Business – [James Vincent](#) & Guest for [The Makeup Show](#)
Monday, April 17, 2:00pm- 3:30pm**

Post-Pandemic in this professional beauty industry, there are so many new ways to reimagine, develop and curate a successful career. In an industry that is constantly changing and was so heavily impacted, professional artists are making their money and mark in many different ways. Starting their own brands, pursuing union work, and building educational and service-based businesses, are allowing the bridal, editorial and commercial artists to stay strong and build a career on their own terms. In

this session, the panel of successful artists offers insights, advice and understanding on making your own mark in the makeup and beauty industry.

IN THE STUDIO **MONDAY, APRIL 17**

**In the Studio class registration is in addition to your show ticket. This is non-refundable and non-transferable.*



The Basics & Business of Bridal– [Aga Rhodes](#)
Monday, April 17, 10:00am- 1:00pm
Studio 1- \$149
Class Level: Beginner

The Bridal makeup artist has their own special set of required skills in matters of business and makeup application. In this lucrative but crowded field finding ways to separate yourself from other artists in your area can be the difference between success and failure. In this hands-on workshop, we will discuss some easy ways to make more money and be more organized in building your bridal business. In the makeup aspect of this workshop, you will see examples of how you can elevate bridal makeup to an editorial beauty level and achieve notoriety in your own market as well as the knowledge to make a woman look wonderful on the most important day in her life. The presenter will lead you through your own application and help you develop techniques for makeup in high intensity situations that range from romantic and classic to more modern looks.

BUSINESS OF BEAUTY SCHEDULE **MONDAY, APRIL 17**

**This is not a hands-on workshop, but a demo maybe 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.*



**Kit Building 101: Building a Professional Kit–
James Vincent
Monday, April 17, 11:00am- 12:00pm- \$49
Studio 2**

Makeup Artist James Vincent presents his most popular event with this Kit Focus Seminar. Whether you are a veteran in the industry or just beginning to build your makeup kit, James will share the secrets to organization and efficiency that will save you money, time, and a bad back. James will be exploring how to make the most out of what you have while bringing the least amount of makeup to salon or set. We will breakdown the basics of a pro kit as well as explore some of the product must haves for every pro.



**Brow Beat– Eyebrow and Eyelash Examination- Lijha Stewart
Monday, April 17, 1:00pm- 2:00pm - \$49
Studio 2**

Developing your expertise in framing the face and finishing touches is essential for your artistry. Understanding the ins and outs of eyebrows based on face structure and eye shape can seem daunting. The Brow Beat clarifies the best way to design and apply the best lash and brow for the whole makeup look to shine brilliantly. We will explore the right product, placement, and approach for every situation.



**Editorial Edge– [Aga Rhodes](#)
Monday, April 17, 1:30pm- 2:30pm - \$49
Studio 2**

Defining editorial, designing editorial, and elevating your work to an editorial level, is an important way for any artist to better develop their skill. Understanding which product allows you to work with and every editorial concept is as important as understanding the process itself. Learn what must-haves make editorial work easier and allow you to meet any makeup challenge. Listen in as we share the secrets to breaking into editorial and making that skill level part of every application.

**SEMINAR STAGE
MONDAY, APRIL 17**

**Seminar stage entrance is included in your show ticket.*

9:30am-10:15am: TBD



10:30am-11:15am: Editorial Artistry from Natural to Bold: Building a Look from Beauty Basic to Avant Garde with Lijha Stewart for Danessa Myricks Beauty



11:30am-12:15pm: Career Transitions with Ashunta Sherriff for Ashunta Beauty



12:30- 1:15ppm: Makeup for Instagram with Francis Star for Francis Star Cosmetics



1:30pm-2:15 pm: Bankable Beauty in a Backpack with Brianna Meshack for StunnerBee Beauty

2:30pm-3:15pm: TBD

DEMO STAGE A
MONDAY, APRIL 17

**Demo stage entrance is included in your show ticket.*

9:30am-10:30am: TBD



10:45am-11:45am: Brush Strokes with Pia Macias for Omnia Brush



12:00pm-1:00pm: Creative Design with Jackie VanRiet for ESUM Cosmetics



1:15pm-2:15pm: Trends from NYFW with Jacob Hyzer for LimeLife by Alcone

2:30pm-3:30pm: TBD

DEMO STAGE B
MONDAY, APRIL 17

**Demo stage entrance is included in your show ticket.*

9:15am-10:15am: TBD

10:30am-11:30am: TBD



11:45am-12:45pm: KNOCK'EM DEAD with Nancy Crossley for BeautySoClean

1:00pm-2:00pm: TBD

2:15pm-3:15pm : TBD

