

DAY 1 – SUNDAY 13TH APRIL

	MAIN STAGE CAPACITY: 600	HEXAGON CAPACITY: 100	GUARDHOUSE CAPACITY: 80	ATELIER CAPACITY: 40	EXPERIENCE AREAS
10:00					
10:30	<div>S</div> <div>OPENING SHOW</div> <div>Lesley J, Nick I, Lisa F, Elizabeth Faye</div>				
11:00					
11:30		<div>L</div> <div>TEXTURE TECHNIQUES</div> <div>Reema Jaber, Brendnetta Ashley</div>	<div>P</div> <div>MEET OUR GLOBAL AMBASSADORS</div> <div>Lesley J, Lisa F, Nick I</div>	<div>T</div> <div>ENHANCE THE CLIENT EXPERIENCE</div> <div>Gary & Calvin Rom</div>	<div>AUTHORITY IN COLOR</div> <div>LIVE LAB DEMOS</div> <div>(10:00 – 10:30, 16:30 – 17:15)</div>
12:00	<div>S</div> <div>UNSEEN TOKYO SHOW</div> <div>SHIMA</div>				
12:30	<div>P</div> <div>COMPETING IN THE INDUSTRY</div> <div>Chriss B, Christos M, Arjan B, Dee P</div>	<div>L</div> <div>COMMERCIAL BEAUTY</div> <div>Andrea Hecker, Daniel Gryszke</div>	<div>P</div> <div>TRANSFORMING LIVES THROUGH SHAPING FUTURES</div> <div>Guest Speakers</div> <div>DE</div>	<div>W</div> <div>FUTURE FOCUS</div> <div>Jo Irving</div>	<div>AUTHORITY IN CARE</div> <div>LIVE LAB DEMOS</div> <div>(10:00 – 10:30, 16:30 – 17:15)</div>
13:00					
13:30		<div>L</div> <div>CREATIVE COLOR</div> <div>Robin Lachance, Siobhan Haug</div>	<div>T</div> <div>SOCIAL MEDIA & CUSTOMER EXPERIENCE</div> <div>Anneli Rispens</div>	<div>W</div> <div>MAGNETIC MINDSETS</div> <div>Daniel Granger</div>	<div>SHAPING FUTURES & SUSTAINABILITY</div>
14:00	<div>S</div> <div>AZTEC HAIR SHOW</div> <div>Javier Romero</div>				
14:30	<div>I</div> <div>PERSONAL STORY</div> <div>Tracey Cunningham</div>	<div>L</div> <div>AVANT-GARDE STYLING</div> <div>Dee Parker Attwood, Pelsynera</div>	<div>T</div> <div>HANDLING UNHAPPY CLIENTS</div> <div>Michelle Tanner</div>	<div>T</div> <div>BURNOUT-PROOF YOUR BEAUTY BUSINESS</div> <div>Elizabeth Faye</div>	<div>DIGITAL EDUCATION</div>
15:00					
15:30	<div>I</div> <div>PERSONAL STORY: A VISION THROUGH THE LENS</div> <div>Rankin</div>	<div>L</div> <div>EDITORIAL HAIR PHOTOGRAPHY</div> <div>Arjan Bevers, Christos Michailidis</div>	<div>T</div> <div>TURNING PASSION INTO INFLUENCE ON INSTAGRAM</div> <div>Maria Roberts</div> <div>ES</div>	<div>W</div> <div>THE ART OF INTUITIVE CUTTING & CONNECTION</div> <div>Reto C</div>	<div>HAIR BY SCHWARZKOPFPRO</div> <div>GET YOUR HAIR BY SCHWARZKOPFPRO</div> <div>MAGAZINE SIGNED BY THE ARTISTS</div> <div>(20:00 – 20:30)</div>
16:00					
16:30		<div>P</div> <div>OVERCOMING SETBACKS: FROM STRUGGLE TO STRENGTH</div> <div>Tara Rose, Daniel Granger</div>	<div>T</div> <div>BRIDGING THE GENERATION GAP</div> <div>Michelle Tanner</div>	<div>T</div> <div>HAIR ORACLE: HOLISTIC BEAUTY EXPERIENCE</div> <div>Michelle Ceballos</div>	<div>SILHOUETTE SET</div>
17:00					
17:30	<div>L</div> <div>CELEBRITY HAIR: HOLLYWOOD GLAMOUR</div> <div>Tracey Cunningham, Jacob Schwartz</div>				<div>FUN HUBS</div>
18:00					
18:30	<div>S</div> <div>HAIR BY SCHWARZKOPFPRO COLLECTION SHOW</div> <div>Collection Artists</div>				<div>FOOD COURT</div>
19:00					
19:30					
20:00	<div>E</div> <div>DINNER & PARTY</div> <div>20:00 – open end</div>	<div>SNAP THE LOOK: HAIR BY SCHWARZKOPFPRO MODELS</div> <div>20:00 – 20:30</div>			<div>LOUNGE AREAS</div>

HAIR
BY SCHWARZKOPF
FESTIVAL

LEGEND

ACTIVITY TYPES

- S

SHOW
- L

LOOK & LEARN
- T

TALK
- P

PANEL
- W

WORKSHOP
- I

INTERVIEW
- E

ENTERTAINMENT

- DE

GERMAN GUEST SPEAKER
- ES

SPANISH GUEST SPEAKER

CATEGORY

- HAIR
- MINDFULNESS
- BUSINESS & LEADERSHIP
- FASHION & TRENDS
- FUN
- DIGITAL MEDIA
- INSPIRING STORIES



FOR EVERY YOU.

DAY 2 – MONDAY 14TH APRIL

	MAIN STAGE CAPACITY: 600	HEXAGON CAPACITY: 100	GUARDHOUSE CAPACITY: 80	ATELIER CAPACITY: 40	EXPERIENCE AREAS
10:00	<div>E</div> <div>MORNING ELEVATION</div> <div>Sophie Lloyd, Elizabeth Faye</div>				<div>AUTHORITY IN COLOR</div> <div>LIVE LAB DEMOS (10:00 – 12:00)</div> <div>—</div> <div>AUTHORITY IN CARE</div> <div>LIVE LAB DEMOS (10:00 – 12:00)</div> <div>—</div> <div>SHAPING FUTURES & SUSTAINABILITY</div> <div>—</div> <div>DIGITAL EDUCATION</div> <div>—</div> <div>HAIR BY SCHWARZKOPFPRO</div> <div>—</div> <div>SILHOUETTE SET</div> <div>—</div> <div>FUN HUBS</div> <div>—</div> <div>FOOD COURT</div> <div>—</div> <div>LOUNGE AREAS</div>
10:30					
11:00		<div>L</div> <div>WIGS, WEFTS AND COLOR PALETTES</div> <div>Pablo Kuemin, Lesley Jennison</div>	<div>P</div> <div>WOMEN IN LEADERSHIP: LEADING THE CHANGE</div> <div>Michelle T, Anna K, Tina G</div>	<div>T</div> <div>ENHANCE THE CLIENT EXPERIENCE</div> <div>Gary & Calvin Rom</div>	
11:30					<div>—</div>
12:00	<div>L</div> <div>CONTRAST BLONDE SERVICE</div> <div>Patricia Nikole, Javier Diaz</div>	<div>L</div> <div>HAIR BY SCHWARZKOPFPRO COLLECTION LOOK</div> <div>Shy Knittel, Flo Knittel</div>	<div>P</div> <div>BEHIND THE SCENES AT FASHION WEEK</div> <div>Nick Irwin, Pablo Kuemin</div>	<div>W</div> <div>THE ART OF INTUITIVE CUTTING & CONNECTION</div> <div>Reto C</div>	
12:30					
13:00	<div>L</div> <div>CURLY POP SERVICE</div> <div>Reema Jaber, Brendnetta Ashley</div>	<div>L</div> <div>HAIR BY SCHWARZKOPFPRO COLLECTION LOOK</div> <div>Lisa Farrall, Lesley Jennison</div>	<div>T</div> <div>PIONEERING AI</div> <div>Caoimhe Murphy</div>	<div>W</div> <div>FUTURE FOCUS</div> <div>Joe Irving</div>	<div>—</div>
13:30					
14:00					
14:30		<div>L</div> <div>HAIR BY SCHWARZKOPFPRO COLLECTION LOOK</div> <div>Nick Irwin, Tony Tsai</div>	<div>T</div> <div>MEET OUR NA ARTISTS</div> <div>Patricia N, Reema J, Brendnetta A, Ashlee N</div>	<div>T</div> <div>CREATING SAFE SPACES</div> <div>Keri Blue, Lisa Farrall</div>	<div>—</div>
15:00	<div>L</div> <div>EMBRACE GREY SERVICE</div> <div>Ashlee Norman, Nick Irwin</div>	<div>L</div> <div>ENHANCING CURLS</div> <div>Roegshana Versfeld, Alexandra Santos</div>	<div>T</div> <div>YOUR TEAM IS NOT FAMILY</div> <div>Michelle Tanner</div>	<div>T</div> <div>BURNOUT-PROOF YOUR BEAUTY BUSINESS</div> <div>Elizabeth Faye</div>	
15:30					
16:00	<div>S</div> <div>AZTEC HAIR SHOW</div> <div>Javier Romero</div>	<div>L</div> <div>CUSTOMIZING BLONDE</div> <div>Ian Mayer-Marszalek, Michelle Oliver</div>	<div>P</div> <div>THE POWER OF TEXTURED HAIR</div> <div>Tendai M, Reema J, Lisa F, Brendnetta A</div>	<div>W</div> <div>MAGNETIC MINDSETS</div> <div>Daniel Granger</div>	<div>—</div>
16:30					
17:00	<div>S</div> <div>FASHION WEEK: VISUALIZATION OF DREAMS</div> <div>Lesley Jennison, Pablo Kuemin</div>	<div>L</div> <div>REFINING GREY</div> <div>Kate Rawnsley, Constanze Grimm</div>	<div>I</div> <div>PERSONAL STORY</div> <div>Tendai Moyo</div>	<div>T</div> <div>HAIR ORACLE: HOLISTIC BEAUTY EXPERIENCE</div> <div>Michelle Ceballos</div>	
17:30					<div>—</div>
18:00	<div>I</div> <div>PERSONAL STORY</div> <div>Chris Appleton</div>				
18:30					
19:00					<div>—</div>
19:30					
20:00					

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