

DAY 1 – SUNDAY 13TH APRIL

	MAIN STAGE CAPACITY: 600	HEXAGON CAPACITY: 100	GUARDHOUSE CAPACITY: 80	ATELIER CAPACITY: 40	EXPERIENCE AREAS
10:00					
10:30	S				
11:00	OPENING SHOW Lesley J, Nick I, Lisa F, Elizabeth Faye				AUTHORITY IN COLOR LIVE LAB DEMOS (09:30 – 10:15, 16:30 – 17:15)
11:30		L	P	T	
12:00	S UNSEEN TOKYO SHOW SHIMA	L TEXTURE TECHNIQUES Reema Jaber, Brendnetta Ashley	P MEET OUR GLOBAL AMBASSADORS Lesley J, Lisa F, Nick I	T ENHANCE THE CLIENT EXPERIENCE Gary & Calvin Rom	
12:30		L	P	W	AUTHORITY IN CARE LIVE LAB DEMOS (09:30 – 10:15, 16:30 – 17:15)
13:00	P COMPETING IN THE INDUSTRY Chriss B, Christos M, Arjan B, Dee P	L COMMERCIAL BEAUTY Andrea Hecker, Daniel Gryske	P TRANSFORMING LIVES THROUGH SHAPING FUTURES Guest Speakers DE	W FUTURE FOCUS Jo Irving	
13:30		L	T	W	SHAPING FUTURES & SUSTAINABILITY
14:00	S AZTEC HAIR SHOW Javier Romero	L CREATIVE COLOR Robin Lachance, Siobhan Haug	T SOCIAL MEDIA & CUSTOMER EXPERIENCE Anneli Rispens	W MAGNETIC MINDSETS Daniel Granger	
14:30		L	T	T	DIGITAL EDUCATION
15:00	I PERSONAL STORY Tracey Cunningham	L AVANT-GARDE STYLING Dee Parker Attwood, Pelsynera ES	T HANDLING UNHAPPY CLIENTS Michelle Tanner	T BURNOUT-PROOF YOUR BEAUTY BUSINESS Elizabeth Faye	HAIR BY SCHWARZKOPFPRO GET YOUR HAIR BY SCHWARZKOPFPRO MAGAZINE SIGNED BY THE ARTISTS (20:00 – 20:30)
15:30		P	T	W	
16:00	I PERSONAL STORY: A VISION THROUGH THE LENS Rankin	P OVERCOMING SETBACKS: FROM STRUGGLE TO STRENGTH Tara Rose, Daniel Granger	T TURNING PASSION INTO INFLUENCE ON INSTAGRAM Maria Roberts ES	W THE ART OF INTUITIVE CUTTING & CONNECTION Reto C	
16:30		L	T	T	SILHOUETTE SET
17:00		L EDITORIAL HAIR PHOTOGRAPHY Arjan Bevers, Christos Michailidis	T BRIDGING THE GENERATION GAP Michelle Tanner	T HAIR ORACLE: HOLISTIC BEAUTY EXPERIENCE Michelle Ceballos	FUN HUBS
17:30					FOOD COURT
18:00	L CELEBRITY HAIR: HOLLYWOOD GLAMOUR Tracey Cunningham, Jacob Schwartz				LOUNGE AREAS SNAP THE LOOK: HAIR BY SCHWARZKOPFPRO MODELS (20:00 – 20:30)
18:30					
19:00	S HAIR BY SCHWARZKOPFPRO COLLECTION SHOW Collection Artists				
19:30					
20:00	E DINNER & PARTY 20:00 – open end				

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

HAIR BY SCHWARZKOPF FESTIVAL

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

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