



# First Impressions China Course Details

This part of the Prospectus gives you all the detailed information about training that you need to know:

- Is image consulting right for you?
- Details of each module + content
- Course fees and terms
- Package options
- Course duration
- Mentoring available
- Details of course kit
- Course venue
- Why First Impressions China
- Trainer
- How to enrol

## Is image consulting right for you?

With the right professional training and support, you can start a new career as an image consultant – helping people feel good and confident about their image and clothing choices. Image consultants come from diverse backgrounds, however they typically have a passion to work with people, natural aptitude and creativity and self-motivation. People choose to move into image consulting because they want to build a business to suit their objectives and lifestyle. They may include a desire to:

- Start a new and exciting portable career
- Change from a current career
- Achieve greater work life balance
- Pick up a new skill and hobby

- Have a career where you can control what you do, how much and when – great for working mothers
- Provide professional personal stylist services for fashion retail sectors
- Provide corporate in-house training on professional image
- Be an entrepreneur
- Add new complimentary skills to existing portfolio (coaching, fashion advisors, dress-making, etc)

## We're here to help

We recognise how important it is to you to make the right training choices. We are here to help and will be pleased to answer your questions and discuss the various options you may be considering so that you can be confident about your choices.

Call +86 13818975877 or e-mail [may@m2-image.com](mailto:may@m2-image.com) if you would like to talk or meet.

## What does training fee provide?

All the things listed here enable you to start working with extremely low start-up costs, as you'll receive almost everything you need on your course.

## What your training gives you...

Full details of each module and the relevant kit are provided on the following pages, but there are some general notes too.

You will have:

- All you need to get started in image consultancy. The only other potential investment required is working stock and items for a studio area, if you plan to set one up. (N.B. This is not vital – many consultants work at client premises or in their own home).
- The right to use the name and logo of First Impressions if you wish.
- Pre-Course Reading and Activities to help you prepare for your training.
- The comprehensive training as outlined in each module.
- The comprehensive tools necessary to operate (training kit) that relate to the topic being studied.
- Mentoring as indicated in module details. If you are completing a number

of modules, you will receive the total cumulative amount of mentoring months.

- A comprehensive Reference Manual covering all your course material, some with either digital or hard copy templates.
- A signed Certificate of Training on completion of the course and, if

relevant, a short written Skills Assessment

- Continuing support from FI Head Office, and FI China, including events.
- Head Office telephone support
- Access to all FI supplies at consultant prices
- 1 box of free business cards

## How much will it cost?

- The **standard price** for individual modules is clearly shown on the next page.
- **Early Bird Reductions** apply if full payment is received **6 weeks or more** in advance of your chosen course date, and **early bird prices** are also clearly shown on the next page.
- **Each module** may be booked separately, and any combination of modules may be studied – simply select your chosen modules and add together the course fees to arrive at the total cost. Based on our experience and feedback though, we selected core modules for China and have put together a number of packages which we know fit many peoples’ needs and which attract extra discounts over and above the individual course fees.

Modules	A	A plus	B
Colour Analysis -3 days	•	•	•
Cosmetic Skills -1 day	•	•	•
Women’s Style -3 days	•	•	•
Men’s Style- 2 days		•	•
Business Etiquette-1 day			•
Number of days training	7	9	10

## Package options explained

- Package A provides a broad-based training covering the main core-skills to conduct full image consultations for women, for either individuals or groups in the private or corporate market place.
- If your main focus of attention is going to be providing full image consultations for both men and women, for either individuals or groups in the private or corporate market place, then Package A Plus gives you a comprehensive set of modules.
- If you are also interested in conducting group training in the corporate market, then package B, helps get you started with the popular topic of Business Etiquette in the work place.
- If you are not certain at this point where your focus will be and would like to be exposed and or get started in image consultancy, we would recommend taking an individual module like Colour Analysis or Women’s Style to get a feel for image consulting. You can decide to take up more modules, to further develop and build your image consultancy skills in the future.

INDIVIDUAL MODULE PRICES		
	Early Bird	Standard
Colour Analysis	<b>HK \$28,000</b>	HK \$29,500
Cosmetic Skills	<b>HK \$8,000</b>	HK \$8,500
Women’s Style	<b>HK \$21,000</b>	HK \$22,000
Men’s Style	<b>HK \$14,000</b>	HK \$14,700
Business Etiquette	<b>HK \$7,000</b>	HK \$7,500

PACKAGE PRICES		
	Early Bird	Standard
Package A	<b>HK \$54,500</b>	HK \$58,200
Package A plus	<b>HK \$65,320</b>	HK \$71,700
Package B	<b>HK \$70,200</b>	HK \$78,000

**Prices shown include all professional kit shipped from the UK and benefits as listed**

## Terms of business

Our aim is to maintain a high standard of integrity and transparency in all our terms, so we aim for simplicity. These are the things you need to know:

- **Prices:** Prices include all tuition fees, manuals, workbooks and comprehensive equipment shipped from the UK (where applicable), tea & coffee breaks, but exclude meals and overnight accommodation.
- **Deposits:** A non-refundable deposit of 10% of the course fee reserves you a place. In the event of cancellation or postponement, your booking may be transferred to a later date of the same module falling within 12 months of the original course dates, subject to spare space availability. Invoices will be issued at the time payment is received.
- **Full Payment:** Full payment, or the balance of your fee, must be received by First Impressions China no later than 30 days before the start of your chosen course
- **Cancellation terms:** Refunds (apart from non-refundable deposits) will only be given where notice is received more than 30 days before the course commences. 50% of the refundable element will be given for cancellations received 15-30 days before the event. No refunds will be given for cancellations received 14 days or less before the event. Requests for postponement can only be accepted where they are received 31 days or more before the start date of the course and, in such circumstances, the whole of the course fee is transferable and is non-refundable.
- **Prices** in this document are guaranteed until 31 December 2012.
- **First Impressions China** reserves the right to alter dates and venues of courses.

## Training venue

Our training venue will be at the Fraser Suites in Liujiazui, Pudong. A map and directions of the venue will be sent with course Joining Instructions.

## Module Details for 2012

### Module

**Course Ref**

**Duration**

**Mentoring**

**Early Bird Fee**

**Standard Fee**

**Course Kit**

Your complete package, valued at more than £800, includes:

**“I’ve found your system much easier to use – you have a convert!”**

Maria H.

**On completion**

### Colour Analysis

CL

3 days – June 22-24

3 months

HK\$ 28,000

HK\$ 29,500

- A superior quality set of full-size drapes for colour analysis
- Carry bag
- FI swatch display board
- Draping robe
- A complete set of colour swatches, cards and booklets for client use
- Samples of the Colour Analysis section of the Total Image Profile workbook system
- Miscellaneous operational items

You will be able to conduct Colour Analysis consultations for both men and women for either individuals or groups, in the private or corporate market.

### Module

**Course Ref**

**Duration**

**Mentoring**

**Early Bird Fee**

**Standard Fee**

**Course Kit**

Your complete package, valued at more than £160, includes:

**“This was a fantastic day with lots of good feedback.”**

Amanda G.

**On completion**

### Cosmetic Skills

CS

1 Day – June 28

2 months

HK\$ 8,000

HK\$ 8,500

- FI Cosmetics Direct range
- Sample leaflets and order forms
- A professional brush set
- Samples of the Cosmetics section of the Total Image Profile workbook system
- Miscellaneous operational items

You will be able to conduct expert consultations and make-up lessons for female clients.

### Course Content

- Background to Colour Analysis
- ‘Colour Personality’
- Colour Theory
- An understanding of different colour analysis methods
- Colour Analysis methodology and ‘tools’
- Colour Analysis process – including checklist
- The Colour Consultation format
- Selection and assembly of personalised Colour Swatch for client
- Selection and completion of Total Image Profile workbook for client
- Skills practice
- Supervised role-play

During the course you will have your own personal colour analysis, supervised by the trainer.

### Course Content

- Foundation training in cosmetic application
- Shade choices for different colourings
- Effective techniques
- Hygiene rules
- How to apply a natural daytime make-up
- How to conduct a make-up lesson for a client
- Skills practice
- Supervised role-play

Cosmetics used are from First Impressions’ own high quality and ethical FI Cosmetics Direct range. You will also do your own make-up, supervised by the trainer.

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## Module

**Course Ref**

**Duration**

**Mentoring**

**Early Bird Fee**

**Standard Fee**

**Course Kit**

Your complete package, valued at more than £70, includes:

### On completion

**“The trainer’s energy, enthusiasm and knowledge really made the day.”**

Lynn O’C.

## Women’s Style

WS

3 days- June 29, 30 & July 1

3 months

HK \$21,000

HK \$22,000

- A \*First Impressions Style Board (with men’s and women’s style illustrations)
- A full set of all Women’s Style workbook pages from the Total Image Profile system

\* unless already supplied to delegates who have attended Men’s Style

You will be able to conduct effective Women’s Style consultations, giving expert advice on style issues and clothing choices. Your skills will be relevant in both the private and corporate markets.

## Course Content

- Foundation training in women’s bodyline and style analysis
- The style consultation process
- Understanding women’s body and face shapes
- Scale and proportion
- Clothing choices for women
- Accessories and finishing touches
- Special topics, e.g. hair, hats, swimwear, underwear
- Fabric knowledge
- How personal style is influenced by Wardrobe Personality
- Grooming strategies for women

You will also have your own bodyline and style analysis.

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## Module

**Course Ref**  
**Duration**  
**Mentoring**  
**Early Bird Fee**  
**Standard Fee**  
**Course Kit**

## Men's Style

MS  
2 days- June 26-27  
2 months  
HK \$14,000  
HK \$14,700

- A \*First Impressions Style Board (with men's and women's style illustrations)
- A full set of all Men's Style workbook pages from the Total Image Profile system

\* unless already supplied to delegates who have attended Women's Style

### On completion

You will be able to conduct effective Men's Style consultations, giving expert advice on style issues and clothing choices. Your skills will be relevant in both the private and corporate markets.

## Course Content

- Foundation training in men's bodyline and style analysis
- The style consultation process
- Understanding men's body and face shapes
- Scale and proportion
- Clothing choices for men
- Accessories and finishing touches
- Special topics, e.g. hair, hats
- Fabric knowledge
- How personal style is influenced by Wardrobe Personality
- Grooming strategies for men
- Skills practice
- Supervised role-play

**"Probably the best of all the courses I've attended. Excellent tuition, support and knowledge."**

Wendy M.

## Module

**Course Ref**  
**Duration**  
**Mentoring**  
**Early Bird Fee**  
**Standard Fee**  
**Course Kit**

## Business Etiquette

BE  
1 day - July 3  
- 2 months  
HK \$7,000  
HK \$7,500

- Complete BE Reference Manual with learning materials and templates
- Power Point presentation and templates on CD
- Exercises with full briefing notes for use with clients
- International Business Etiquette resource
- Packs of activity game cards for role-play, case study or quiz

**"Brilliant course - well worth the money."**

Sue D.

### On completion

You'll be ready and fully equipped to deliver Business Etiquette programmes for groups and individuals.

## Course Content

Extend your profitability by learning how to deliver Business Etiquette events for your corporate clients or coaching for individuals.

You'll gain the knowledge, skills and materials you need to deliver either a stand-alone session or as part of other image training. You can adapt the resources to fit varying groups and timings.

- Importance of business etiquette in the workplace
- Office communications
- Meeting and greeting
- Business meetings

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## Make sure you make the right decision...

It can be difficult to know where to start when choosing your training provider as there is so much to consider – how do you know what to look for and what questions to ask? **Cost** and **location** are not the only points to think about as there are many other factors far more critical to your long term success. We've talked to many consultants over the years and, time and time again, it's the **quality of the training**, the **relationships** within the organisation, the **support** they receive and on-going access to **good quality supplies** and **further specialist training** that matter to them most.

So, to help you in your search and your decision-making, we've put together this simple checklist to help you consider all the important points when looking around.

## Use this checklist when comparing training providers

Important questions you may wish to ask	First Impressions	Other (1)	Other (2)
Will I be trained by an IFIC Audited Training Provider (ATP) so that I can be confident that the content, trainers, documentation and venue have been audited and approved and have reached exacting standards?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Does the course fee include <b>all</b> the equipment I need in order to start work as an Image Consultant straight away?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Does the Colour Analysis set of drapes include full-sized (48 x 56cm), precision dyed cotton drapes?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will my skills training be in small groups of no more than four participants?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be practising my skills development using lots of real-life volunteer clients? .	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be trained in the most advanced colour system available?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be trained for full days (typically, 9.30am to 5.30pm)? (This significantly affects the total number of hours learning time you will receive.)	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I receive ideas for structured preparation activities I can do once I have enrolled, prior to my course?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I receive Pre-Course Reading and Activities?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have access to on-going support and advice from my training provider?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have the support of a mentor after my training?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be part of a lively network of supportive consultants?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be trained by a team of committed trainers, all professionally qualified, who are also successful image consultants?	✓	<input type="checkbox"/>	<input type="checkbox"/>

## Important questions you may wish to ask

	First Impressions	Other (1)	Other (2)
Will the trainers have attended a 'train the trainer' course?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have access to a web-based system of queries and responses between consultants? (The FI Network Query system is a powerful resource and is greatly valued by both newly trained and experienced consultants – available with small annual subscription rate)	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I be eligible to receive leads and business referrals from Head Office client enquiries?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I get a free website listing to help my marketing efforts?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have the opportunity to attend regular networking events?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Has the training been professionally designed to cater for different learning styles?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have access to an extensive range of good quality products, marketing and learning aids?	✓	<input type="checkbox"/>	<input type="checkbox"/>
Will I have opportunities for further training to help my continuing professional development?	✓	<input type="checkbox"/>	<input type="checkbox"/>

If you want to talk to us about any of these important aspects of your training, or have any other questions, please contact us on +86 13818975877

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## Why First Impressions China

With the image industry being relatively new in China, now is an opportune time to start a career in this exciting and rewarding field. Our dedicated trainers will equip you with the technical image skills to start your own business and take advantage of this growing market. Now you can attend training in China and become a certified image consultant of First Impressions, a leading international image consultancy established in 1984 in the UK. The benefits of training in China are economical and convenient. You do not need to fly out to the UK to attend the course. Thus, you save on airfare, hotel and other associated costs like meals and daily transportation to the training venue. By training with First Impressions China, you receive the same high quality training and certification, as in the UK, at your doorstep – saving precious time and money. Why not consider a new career as a professional image consultant or add to your existing portfolio of skills. If you would like advice or explanation on any aspect of training with FI China, please contact us at [info@m2-image.com](mailto:info@m2-image.com) or visit First Impressions UK website: [www.first.impressions.uk.com](http://www.first.impressions.uk.com)

## Trainer for upcoming course in Shanghai

Agnes Brown trained as an image consultant and joined The Federation of Image Professionals International in 2000. She completed FIPI/City & Guilds Joint Award in 2003. Agnes has inspired countless new consultants as a Trainer with her dedication, creativity and total belief in what she does. Agnes is a First Impressions Corporate Associate and a Master with the Federation of Image Professionals International. She has run core image skills training since 2003.

## How do I enroll on my chosen course(s)?

Once you have chosen the module(s) you wish to attend and any relevant package options, either complete the FI China **Registration Form** and return it to us with your payment or scanned email [may@m2-image.com](mailto:may@m2-image.com), or telephone +86 13818975877 us to reserve your place.

If you would like help with calculating your course fees, just ask and we can work out the details for you, taking into account any Early Bird discounts and package options, and send you a Training Plan which will lay out all the information for you. You are very welcome to call us for a face-to-face meeting and see for yourself the quality of the materials.

Once you have enrolled, we will write to you to confirm the details. For a small annual membership subscription rate, you will also start to receive FI UK **Connect**, our consultant newsletter, to give you a flavour of the business. **Pre-Course Reading** and detailed **Course Objectives** are sent out with Joining Instructions a fortnight before your course, together with your login details and password for the Members Area of the First Impressions website.

We'll help you prepare for your training so you are ready to get the maximum learning from it, so just ask if you need any help or advice. We look forward to welcoming you to your first course.

**“First Impressions UK- training, equipping and supporting  
successful  
image consultants since 1984”**

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