

# Agenda

<b>COLOR LEGEND:</b>	<b>Opening Sessions at 9 AM</b>
	<b>Featured Speakers Esthetic and Spas</b>
	<b>Exhibitors Classes Esthetic and Spas</b>
	<b>Featured Speakers Hair Industry</b>

## SUNDAY

Start	Speakers	Topics	Room	Duration
9:00	<b>Domenic and Angelina Pucci</b>	<b>Why Marketing Strategies Miss the Mark in Our Industry</b>	<b>18</b>	50 min.
10:00	Alicia Chowen	Natural Hairstyling	<b>13</b>	50 min.
10:00	Emma Hedley	The Consultation – The Formula for Building a Successful Business	<b>14</b>	50 min.
11:00	Jayna Marie	They Won't BELIEVE You're Over 40!	<b>18</b>	50 min.
11:00	Boldijarre Koronczay	Wow Clients and Boost Retention with Superfood Ingredients + Effective Facial Massage Techniques	<b>11</b>	75 min.
11:00	Manon Pilon	Rosacea and Acne Rosacea Versus Acne from a Medical-Aesthetic Perspective Solution with Proven Results!	<b>19</b>	50 min.
11:00	Shelley Howlett	Power Pedicure Moves	<b>15</b>	50 min.
11:30	Greg Robins	Grow your Business Using Artificial Intelligence in 2025	<b>14</b>	50 min.
11:30	Julian Perlingiero and Isabelle Lachance	The Art of Haircutting and Color Harmony	<b>13</b>	50 min.
12:00	Antonella Calandra	Maximizing Your Spa's Potential: A Guide to Social Media Success	<b>18</b>	50 min.
12:00	Manon Pilon	How to Build Your Own Skincare - Avoid Costly Mistakes! And Start a New Opportunity	<b>19</b>	50 min.
12:00	Milada Prokopyeva	Intimate Skin Lightening	<b>15</b>	50 min.
12:00	Missy MacKintosh	The ART of Clean Beauty: Learn the Multiuse Magic of MisMacK Clean Cosmetics	<b>17</b>	50 min.
1:00	Ashley Hoods	The Social Media Blonde	<b>13</b>	50 min.
1:00	Laura Moormann	Whispered Layers: The Art of the Wispy Pixie Cut	<b>14</b>	50 min.
1:00	Tracy McArthur	Discover The Keys to Financial Success in The Beauty Industry	<b>18</b>	50 min.
1:00	Doron Heichal	Sterile Exosome Solutions by LEM Laboratories – New Advancements in Post-Treatment Care	<b>17</b>	50 min.
1:00	Manon Pilon	VGFIACIAL ... The Vaginal PH and the Impact on Your Client's Wellness	<b>19</b>	50 min.
1:00	Stephanie Carbonneau	Thesera L – Non Invasive Melting Thread Lift	<b>15</b>	50 min.
2:00	Rob Cass	Today's Top 10 Actions to Take Today to Drive Retail Success	<b>18</b>	50 min.
2:00	Manon Pilon	TOP 15 Marketing Strategies for Spa Management	<b>19</b>	50 min.
2:00	Tanya Palladina	Making the Most of Your Foot Care Service	<b>15</b>	50 min.
2:30	Cristina Tocaj	Effortless Day-to-Night Hairstyles: Transition with Style	<b>13</b>	50 min.
2:30	Lana Hodges	Transforming Tones: Mastering the Art of Colour Conversion	<b>14</b>	50 min.
3:00	<b>Domenic and Angelina Pucci</b>	<b>How To Define Your Specialty: Stand Out in a Competitive Market</b>	<b>18</b>	50 min.
3:00	Manon Pilon	Increase Your Retail Sales by 50%-125% Over Your Services!	<b>19</b>	50 min.
3:00	Marie-Pier Brousseau	The Fundamentals of a Successful Apilus Electrolysis Treatment	<b>15</b>	50 min.
4:00	Janine Cannon	Empowering Excellence: Coaching and Mentorship Strategies to Build High-Performance Teams and Drive Growth	<b>14</b>	50 min.

4:00	Manon Pilon	Menopause: A 360° Approach to Skin Rejuvenation - Now Available	19	50 min.
5:00	Manon Pilon	New Collagen and Exosomes On the Market - Gel+Mask and Immidiate Results!	19	50 min.

## MONDAY

### Start

9:00	Domenic and Angelina Pucci	How To Define Your Specialty: Stand Out in a Competitive Market	18	50 min.
10:00	Alicia Chowen	Natural Hairstyling	13	50 min.
10:00	Emma Hedley	The Consultation – The Formula for Building a Successful Business	14	50 min.
11:00	Rob Cass	Optimizing Staff Talent and Retention Strategies	18	50 min.
11:00	Manon Pilon	Rosacea and Acne Rosacea Versus Acne from a Medical-Aesthetic Perspective Solution with Proven Results!	19	50 min.
11:30	Julian Perlingiero and Isabelle Lachance	The Art of Haircutting and Color Harmony	13	50 min.
11:30	Laura Moormann	Whispered Layers: The Art of the Wispy Pixie Cut	14	50 min.
12:00	Tracy McArthur	Overcome The Shortage with Strategies to Recruit And Retain Your Dream Employees	18	50 min.
12:00	Elena Majorova	Nail Business: Price Setting.	17	50 min.
12:00	Manon Pilon	How to Build Your Own Skincare - Avoid Costly Mistakes! And Start a New Opportunity	19	50 min.
1:00	Ashley Hoods	The Social Media Blonde	13	50 min.
1:00	Lana Hodges	Transforming Tones: Mastering the Art of Colour Conversion	14	50 min.
1:00	Antonella Calandra	Why Spas Should Do Consultative Selling to Skyrocket Revenue?	18	50 min.
1:00	Boldijarre Koronczy	Treat & Prevent Hyperpigmentation: Natural Hydroquinone Alternative & Physical Sunblock	11	75 min.
1:00	Manon Pilon	Increase Your Retail Sales by 50%-125% Over Your Services!	19	50 min.
1:00	Stephanie Carbonneau	Thesera L – Non Invasive Melting Thread Lift		50 min.
2:00	Domenic and Angelina Pucci	Why Marketing Strategies Miss the Mark in Our Industry	18	50 min.
2:00	Manon Pilon	VGFIACIAL ... The Vaginal PH and the Impact on Your Client's Wellness	19	50 min.
2:30	Cristina Tocaj	Effortless Day-to-Night Hairstyles: Transition with Style	13	50 min.
2:30	Janine Cannon	Empowering Excellence: Coaching and Mentorship Strategies to Build High-Performance Teams and Drive Growth	14	50 min.
3:00	Jayna Marie	Playing With Colour (But Keep It Classy!)	18	50 min.
3:00	Manon Pilon	TOP 15 Marketing Strategies for Spa Management	19	50 min.