2018 SCHEDULE OF EVENTS

Saturday, July 28th

2:00PM – 5:00PM
ONSITE REGISTRATION
Get your badges, swag bag and meet the team!

5:00PM – 9:00PM
BEACON BASH PARTY + EDUCATION + NETWORKING
Geno Stampora, Host, Industry Expert & Consultant, Stampora Consulting
Rocky Vitelli, Featured presenter, Farouk Systems Global Artist
Come ready to be entertained and inspired!
GENEROUSLY SPONSORED BY FAROUK SYSTEMS INC.

Sunday, July 29th

7:30AM – 9:45AM
PBA BUSINESS FORUM
KEYNOTE ADDRESS: ACCELERATED GROWTH
Peter Sheahan, Founder & CEO of Karrikins Group
MANDALAY BAY BALLROOM

10:00AM – 10:15AM
BEACON KICK-OFF
Geno Stampora, Industry Expert & Consultant, Stampora Consulting

10:15AM – 11:30AM
BUILDING A BEAUTY BRAND
Tina Perez, Director, Beauty Industry Merchandising & Marketing, Fashion Institute of Design & Merchandising

11:30AM – 2:00PM
BUILDING IN THE BUSINESS OF BEAUTY
Lauren Moser Samuels & Rodrick Samuels, Co-Owners, HairLab Detroit
Students will be split into two groups during this time. Both groups will enjoy a 60-minute presentation and 90 minutes for lunch on their own

2:15PM – 3:15PM
FINDING YOUR VOICE: POWERFUL PRESENTATIONS FOR ANY AUDIENCE
Stephanie Melvin, National Director of Admissions, Paul Mitchell Schools
GENEROUSLY SPONSORED BY JOHN PAUL MITCHELL SYSTEMS

3:30PM – 4:45PM
THE ALUMNI SESSIONS
This exciting session, featuring 5 recent Beacon alumni, will prepare you with actionable steps for launching your career immediately.

4:45PM – 5:00PM
CLOSING REMARKS
Geno Stampora, Industry Expert & Consultant, Stampora Consulting

6:30PM – 10:30PM
NAHA RED CARPET RECEPTION + CEREMONY
Produced by the Professional Beauty Association, the North American Hairstyling Awards honors beauty’s most talented artists during a night of artistic presentations, networking and celebration.
MANDALAY BAY BALLROOM
Monday, July 30th

9:00AM – 9:30AM
OPENING REMARKS
Geno Stampora, Industry Expert & Consultant, Stampora Consulting

9:30AM – 10:00AM
YOUR TIPPING POINT TO SUCCESS!
Tracy Robinson, Owner/Master Stylist, Taylor Cole Studios

10:15AM – 11:15AM
WHERE TO NOW?
Ian Michael Black, & Janell Geason, Aveda Artistic Directors
GENEROUSLY SPONSORED BY AVEDA INSTITUTES

11:30AM – 2:00PM
THE SUCCESS MINDSET
Larry Curtis, President, Taylor Andrews Academy
Students will be split into two groups during this time. Both groups will enjoy a 60-minute presentation and 90 minutes for lunch on their own

2:15PM – 3:15PM
HB TEACH-IN: THE SOCIAL EDITION
Gerard Scarpaci, Founder, Hairbrained.me

3:30PM – 4:45PM
KEYS TO SUCCESS
Vivienne Mackinder, Founder, HairdesignerTV.com

4:45PM – 5:15PM
BEACON WRAP-UP
Geno Stampora, Industry Expert & Consultant, Stampora Consulting