



**REDKEN
EUROPEAN
SYMPOSIUM
2022**
BERLIN
JOIN THE COLOR GENERATION

GET INSPIRED. BE PART OF IT.
WWW.REDKEN.CO.UK

REDKEN
5TH AVENUE NYC

REDKEN EUROPEAN SYMPOSIUM 2012 BERLIN

JOIN THE COLOR GENERATION

FEBRUARY 12-15 BERLIN, GERMANY

THE AWARD-WINNING REDKEN SYMPOSIUM HAS BEEN A LEADING INDUSTRY EVENT IN THE USA SINCE ITS INCEPTION MORE THAN 35 YEARS AGO.

Thousands of salon professionals from around the world have experienced the energy, excitement and education that embodies this event. In 2012, for the first time ever, the energy from the **Redken Symposium** will travel to Europe. The German Redken Team is proud and honored to host the first ever **Redken European Symposium, February 12-15, 2012**, in the former airport of **Berlin, Tempelhof**.

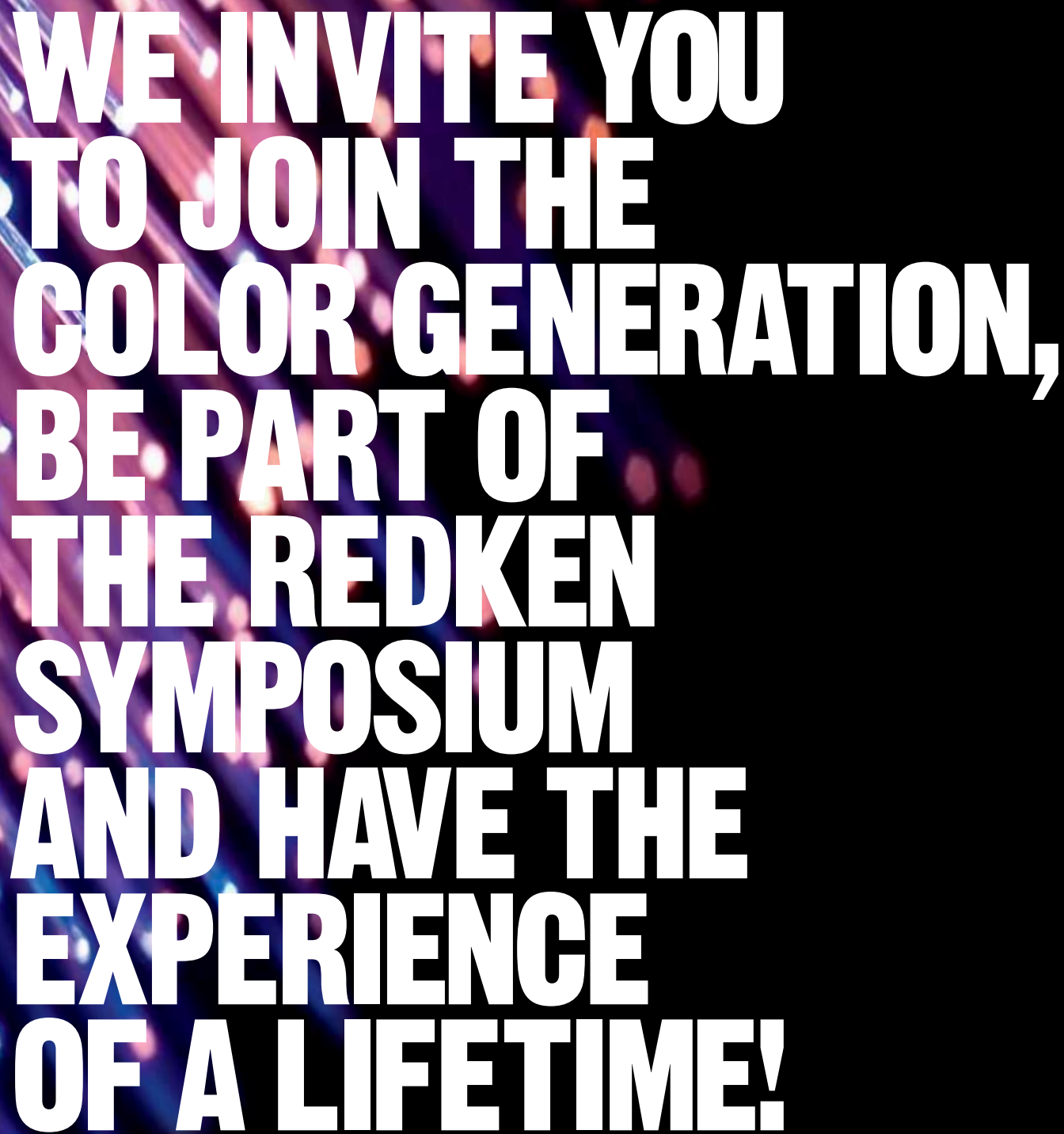
Redken offers a “personal-based” education platform that is focused on you and how you can **learn better, earn better and live better**. Combine that with Berlin, the most fashionable city in Germany and Tempelhof, the third largest building in the world, and you have an inspiring environment that also represents a strong symbolic bond between Europe and the USA. In 1948 Tempelhof gained international recognition as the USA-Europe air bridge with planes taking off every 90 seconds! Redken will re-ignite the energy in this space with the very best education in the industry!



Now more than ever, education is the best way to set yourself apart and be more successful. The **Redken Symposium** will help you do just that with the latest trends, creative color techniques, incredible design and finishing, plus business skills to grow your income! You can stock up on your favorite Redken products at our onsite Gallerie and get a taste of the education provided at your local academies with the Exchange Experience.

With a population of 3.4 million, Berlin is the largest city in Germany. Rich in culture, politics, media, fashion and universities, it is definitely a hot place to be, even in the cold winter months! Whatever you are looking for, you will find it here!





**WE INVITE YOU
TO JOIN THE
COLOR GENERATION,
BE PART OF
THE REDKEN
SYMPOSIUM
AND HAVE THE
EXPERIENCE
OF A LIFETIME!**



DON'T WAIT! REGISTER TODAY!

2012 Sessions



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// 11



// 12



// 13



// 14



// 15



// 16



// 17



// 18



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// 20



// 21

GRAND OPENING

SAM VILLA, THE COLOR GENERATION,
AND SPECIAL GUESTS FROM SPAIN!

THE NEXT GENERATION: REDKEN COLORS THE FUTURE

1 // P.A.M. COLLEGE // Germany

2 // MARCO MARIANI // Italy

The haircolor you've been waiting for! Mandy, Pietro, Melanie and Marco will take you into the future of haircolor! Everything you need to know about an amazing innovation in permanent haircolor will be delivered to you in this inspiring workshop!

HAIRCOLOR UNPLUGGED

3 // JUSTIN ISAAC // USA

4 // GIAN MARIA MANARESI // Italy

5 // JASMINE STAHL // Norway

Looking for an unpredictable, unexpected experience? Justin, Gian Maria and Jasmine join forces to bring you haircolor that will ignite your passion and blow your mind! Immerse yourself in amazing color techniques inspired by the streets of New York and Europe. Leave empowered to try new things and look at the everyday with fresh eyes.

COLOR 911

6 // PATRICK FITZWATER // USA

7 // ADAM BROWN // UK

8 // ANN-CHRISTINE NILSON // Norway

Do you have clients that show up in your chair after they've broken the laws of color? This session provides tools to undo the damage! Patrick, Adam and An-Christine will show you how to formulate creatively to correct home color mistakes, over-processed results, banding, uneven color, fast fading, dark ends and more. Bring your challenges... none are too great for this team!

DESIGNING OVER THE TOP

9 // CHRIS MOODY // UK

10 // LUDOVIC BECKERS // Belgium

Modernity is key in this designing over the top session with Chris and Ludovic. Inspired by the heartbeat of the street, fashion on the runways and the youth of today, you will be anxious to return to the salon where you can create the relevant, modern looks your clients are searching for.

BEYOND THE CUT: DESIGN AND FINISH

11 // CHRIS BARAN // USA

12 // PASCAL VAN LOENHOUT // Belgium

Feel the rush of creativity and tap into your inner designer as Chris and Pascal show you the rules of design and finish—and how to push them to the point of breaking—with amazing results! Top Artists with award-winning portfolios, Chris and Pascal will inspire you to create with confidence.

BUSINESS OVER THE TOP

13 // MICHAEL COLE // USA

GUEST SPEAKERS:

14 // AMANDA DICKER // UK

15 // CHRIS SULIMAY // USA

The secret to moving from financial recession to wealthy expression? Michael will share with you the keys to unlock your money making freedom in this not to be missed session. Learn how to create an extraordinary service experience for every client and in turn tap into “Stepping Up” your business.

EXCHANGE EXPERIENCE

16 // NATHALIE CUTRARO // Germany

17 // STEFANO SANTORO // Italy

18 // JENNY KARLSSON // Sweden

19 // FRANCESCO FERRI // Italy

20 // DANIEL GOLZ // Germany

21 // TOBY MEYER // UK

NYC right in the middle of Berlin! Stop by and get a glimpse of what you can experience when you attend one of Redken’s state-of-the-art learning facilities—each inspired by the original on 5th Avenue in NYC!

**ALL PARTICIPANTS ARE
INVITED TO EXPERIENCE
EVERY FANTASTIC PLATFORM!**

BOOKING DETAILS:

COSTS:

£1299* DOUBLE/TWIN

£1459* SINGLE

WHATS INCLUDED IN THE PRICE:

- Flights and transfers
- Accommodation and portorage
3 Nights NHOW Hotel, Friedrichshain
- Amazing education including 2 days of
Symposium Seminars & half day
UK Business Summit!
- All breakfasts
- Opening show and welcome
drink on the 12th February
- Dinner on the 13th & 14th February

NOT INCLUDED IN THE PRICE:

Dinner on the 12th February

All lunches

Excursions

BOOKING INSTRUCTIONS:

To book your place, simply complete the enclosed booking form and send back to Alison Marshall at CMM (details on booking form). It is advisable to book early to ensure your place as it's a very popular trip.

- A deposit of £500 will need to be paid when you book (credit card or cash but no points)
- Closing date of application is 14th November 2011
- For those with Club 5th Avenue points these can be used to pay all or part of the balance.
- Balance to be paid by 30th November 2011

* The Euro price will be dependent on the exchange rate on the day of ticket purchase





3 NIGHTS AT NHOW HOTEL, FRIEDRICHSHAIN, BERLIN.

We will be staying in Europe's first music hotel - in the heart of Berlin. Located directly on the banks of the river Spree, and at the epicentre of the music, fashion and creative scene. The Nhow Berlin stands for a new generation of hotels: offbeat, lively, dynamic and with a local flair that simultaneously has worldwide appeal. Nhow centers on music and design and is the only hotel in Europe offering two professional music studios.

NHOW - ELEVATE YOUR STAY.

SCHEDULE

SUNDAY // FEBRUARY 12TH

- 09.10 **DEPART LONDON HEATHROW (BMI)**
Flight BD843
- 12.00 **ARRIVE BERLIN TEGEL**
- 15.00–21.30 **DOORS & GALLERIE OPEN**
- 19.00–21.00 **OPENING SHOW**
Welcome Drink

MONDAY // FEBRUARY 13TH

- 08.30–17.00 **DOORS & GALLERIE OPEN**
- 09.00–17.00 **3 SESSIONS ON STAGE**
10.30–12.00
13.30–15.00
15.30–17.00
- 20.30–4.00 **REDKEN NIGHT**
Black Party
Dinner Buffet

TUESDAY // FEBRUARY 14TH

- 08.30–15.30 **DOORS & GALLERIE OPEN**
- 09.00–15.30 **3 SESSIONS ON STAGE**
09.00–10.30
11.00–12.30
14.00–15.30
- 15.30 **SYMPOSIUM ENDS**
- FREE TIME**
- 20.00 **UK & IRELAND DINNER**

WEDNESDAY // FEBRUARY 15TH

- 09.30–12.30 **UK AND IRELAND BUSINESS FORUM**
- 12.30–15.30 **FREE TIME**
- 17.45 DEPART BERLIN TEGEL**
FLIGHT BD846
- 18.45 ARRIVE LONDON HEATHROW**

THE REDKEN EUROPEAN SYMPOSIUM 2012 REGISTRATION FORM

PLEASE COMPLETE ONE FORM PER PERSON TRAVELLING
AND ALSO ****INCLUDE A PHOTO OF YOURSELF****

DATE _____

FULL NAME AS PER PASSPORT _____

DATE OF BIRTH _____

SALON NAME _____

SALON ADDRESS _____

CONTACT TEL NUMBER _____

MOBILE NUMBER _____

REDKEN ACCOUNT NUMBER _____

SALES CONSULTANT _____

EMAIL ADDRESS _____

(PLEASE LET CMM/YOUR SALES CONSULTANT KNOW IF YOU WANT
COMMUNICATION TO BE SENT TO A DIFFERENT/HOME ADDRESS)

BOOKING DETAILS

ROOM SPECIFICATION

MARK WITH X

SINGLE P/P

TWIN P/P (LIMITED AVAILABILITY)

DOUBLE P/P

SHARING WITH _____ (INSERT NAME)

DIETARY REQUIREMENTS / ALLERGIES _____

PASSPORT NUMBER _____

NATIONALITY _____

VALID FROM _____ TO _____

ANY MEDICAL CONDITIONS _____

PAYMENT DETAILS (TO BE COMPLETED BY THE REDKEN SALES CONSULTANT)

DEPOSIT – £500 P/P (NON-REFUNDABLE)
(DEPOSIT TO ACCOMPANY RETURN OF COMPLETED FORM)

TOTAL AMOUNT DUE _____ **£**

PAYMENT METHOD _____ MARK WITH X

CHEQUE

CREDIT CARD*

CASH

CHEQUE/CCARD NO: _____

EXPIRY DATE: _____ SECURITY NUMBER: _____

BALANCE (FULL BALANCE DUE 30TH NOVEMBER 2011)

PAYMENT METHOD _____ MARK WITH X

CHEQUE

CREDIT CARD*

CASH

CLUB 5TH AVENUE POINTS

CHEQUE/CCARD NO: _____

EXPIRY DATE: _____ SECURITY NUMBER: _____

*PLEASE NOTE THERE IS A CHARGE OF 3% ON ALL CREDIT CARD PAYMENTS
NB CHEQUES SHOULD BE MADE PAYABLE TO CMM

AGREEMENT

SALON SIGNATURE _____

PRINT NAME _____

REDKEN SIGNATURE _____

DATE _____

PLEASE COMPLETE AND SEND BACK TO ALISON MARSHALL @ CMM
ADDRESS: KMH HOUSE, HIGH STREET, YEADON, LEEDS, LS19 7PP
TEL: 01132 387 384 - FAX: 01132 387 390 - EMAIL: ALISON@CMM.GB.COM

