



Las Vegas and Scottsdale Arizona were the itinerary hotspots for UK delegates attending Redken's Global Symposium, a bi-annual fun-fest of education, inspiration and motivation.

HELD at the Las Vegas Mandalay Bay Resort and Casino, the Redken International Global Symposium attracted ten thousand hairdressers from all over the world, raring to go and all set to sharpen their professional edge. Led by inspiring facilitators, the delegates experienced personal-based education infused with interactive learning and innovative sessions.

Seminars – covering the latest hair trends, creative colour techniques, salon design and business practices – included Trend Shifting – the latest design and colour trends from around the world; Color 911 The Next Dimension – tips and techniques in correcting colour; Reinventing Space with Peter Millard – optimising the look and feel of your salon and Men the UK Way, with Great Britain's very own Redken Artists Chris Moody, Keith Owen, Josh Lowe and Kelly Scott.

After the three-day Vegas Symposium, the 100-strong UK contingency then moved on to Scottsdale, Arizona, for a dedicated UK Business Forum, aimed at steering salon businesses towards successful trading in today's challenging climate. In her Forum opening address, Redken General Manager, Kathleen Gillin, shared the opportunities and initiatives to be seized in 2009 with Redken as a salon partner.

And adding his support, Redken Artist and Renowned Business Coach, Peter Lunn, delivered a highly topical session titled 'Steering Your Business in Turbulent Times'. Explaining that your business is only as strong as the weakest link and facing your biggest challenge as a salon professional can be facing yourself, Peter encouraged Redken salons to stop saying 'if only' and make 2009 the year 'I did'. "Aggressively go out there and make it happen," said Peter. "Redken has the tools to help."

## WHAT IS REDKEN'S PROFESSIONAL EDGE?

Redken's professional edge is all about providing salons with the tools to be as successful and profitable as possible.

In addition to innovative products and a strong alliance with the fashion industry, Redken offers salons exclusive benefits and programs that will boost their revenue – ways to empower salon professionals to learn, earn and live better.

## TIPS FROM THE TOP

Rebuffing the recession; straight-talking advice from Redken Artist and top Business Coach, Peter Lunn

- 1 Don't use the recession as an excuse or justification for poor performance
- 2 Don't cut your marketing budget. It's not what you do – it's how you do it!
- 3 Explore and adopt new thinking about how to attract new customers in ways other than pricing
- 4 The critical message is: quality hairdressing and service at affordable prices
- 5 Focus on profitability and reduce costs to increase margins
- 6 Manage your cash flow as banks will not risk bail-out loans
- 7 A well planned cash flow will predict an estimated turnover based on history, as well as flagging-up predictable expenditure
- 8 Monitor your key performance indicators and respond accordingly
- 9 Deliver the best performance to give the client the best experience
- 10 To keep them motivated, your team needs to believe in you and your strategy

