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Making Ourselves Known: Publicity and Engagement that Works!



As entrepreneurs it is not enough to set up shop and expect people to come to us. We know by now that word of mouth referrals is a very important part of our business success, but living in a digital age where people talk less in person, yet interact more on social media has taught us that we need to adjust our publicity model to new industry expectations. It turns out, the better we do 2 things: 1. get consistent and deserved air time; and 2. engage our potential, existing and past customers; profit is the result! So what are you doing different?

Daphne

President's Message

Hello Friends,
Have you ever attended an AICI International Conference? My first conference was in 2010 in Vancouver. I took the FLC exam and spent so much time studying that I neglected to pack appropriately. I felt grossly underdressed and wondered if I really had what it takes to be successful in my new career.

I made attending conference a priority and I haven't missed one since. Over the years I've made many friends, learned valuable insights and shared a lot of great times with my AICI family. I am grateful for the wisdom and knowledge that was happily shared. I became a chapter board member and attained my CIP certification; two things that taught me valuable lessons that helped me improve professionally and personally. As time passed

I began to see a shift, I began sharing my experiences and helping the rookies, and to my surprise even the veterans. It felt good; I could see the progress I had made and how all my hard work was paying off.

Fast forward to 2015 international conference in Washington DC – I am now a session presenter. It was a natural progression, after all I spent 10 years at the front of a high school classroom and the past 6 speaking and working in the image industry. Then it struck me, in those other arenas I was the expert providing information but at this conference I would be judged by my peers... also experts in the industry. Would I be able to offer them anything of value? Would anyone show up? Yikes! What was I thinking?

I'm happy to report I had a room full of enthusiastic



Mirella Zanatta
AICI CIP

Corporate Class Inc.

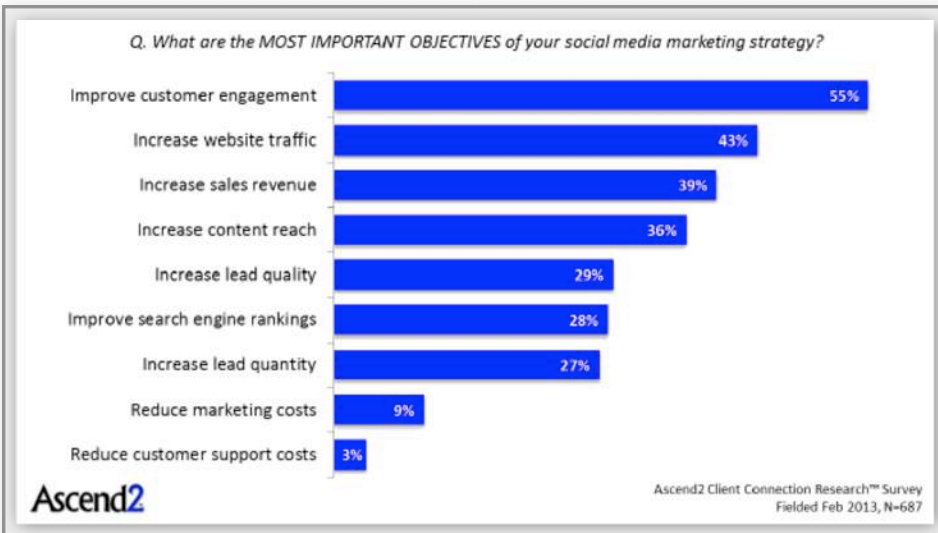
www.corporateclassinc.com

participants who enjoyed my presentation and taught me a few things along the way. That's what I like best about presenting; every session is different because of the participants. Their questions, comments, and insights take us in many directions, which allows us all to grow and build stronger relationships. ♦

Warmly,

Mirella

5 Awesome Tips for Improving Customer Engagement



According to the latest “**Social Media Marketing Strategy**” report by consulting firm [Ascend2](#), **improving customer engagement** is the social media marketing tactic that works best for business owners and marketers. In fact, **55 percent of B2C respondents** (business-to-consumer) respondents said that customer engagement was more important than an increase in Web traffic, content reach, sales revenue, or search engine rankings.

(Check out: “[Study Reveals How – and Where – Consumers Interact with Retail Brands](#)”)

Of course, the key question is: how do you drive engagement? How do you build trusted relationships to acquire and retain your customers?

To help you, we came up a few awesome tips below on improving customer engagement. Read on to find out how you can make social media marketing work even better for your business.

Monitor and aggregate your customers’ actions.

Every customer action/interaction generates a great

deal of data. Find ways to obtain and take advantage of this data. Use it to gain insights about what you can do to improve customer engagement and, subsequently, the customer experience... Wherever you have established your presence on social media, keep in mind that you have to be **obsessive about knowing what makes your customers tick**.

Create winning content.

Instead of investing marketing dollars in advertising and direct promotional messages – which [consumers don’t trust that much](#) anyway – take the time and effort to create high-quality content. Write blog entries. Produce a nice little video with viral potential for your YouTube channel. Add great photos to your business profiles on Facebook, Twitter, Yelp, LinkedIn, Google+ Local, Instagram, and TripAdvisor, among others.

(Check out: “[How to Maximize Positive Reviews and Testimonials](#)”)

Respond.

Engagement, obviously, is not a

one-way street. So, whenever someone leaves comments, online reviews, and valuable feedback on any of your social networks, take the time to respond. Create a solid [review management](#) strategy. At the very least, say thank you to the customers who have been vocal about their experience with you. (For best practices in social media marketing response, check out: “[9 Effective Tips for Responding to Online Critics](#).”)

Correct local data.

[No one likes to engage](#) with businesses that have incorrect, incomplete, or inaccurate local data on their website, social media profiles, review site profiles, and business listings. In fact, according to research by location software company Yext, a total of about **\$10.3 billion worth of potential annual sales** are lost because of wrong, missing, or incomplete local data... That way, you’ll be in a position to drive customer engagement, instead of turn people off.

Think relationship, not transaction.

The mindset taken by your company or organization should be one that’s focused on closing the gap between customer expectations and actual experience. So be customer-centric. Make it a business mandate. If you manage to empower staff to shift from a transaction-based mindset to a relationship-based one, you’ll be able to more effectively build a strong community of actively engaged customers.

By [Crystal Shuller](#) on April 3, 2013

My First AICI International Conference: *I was afraid. Really!*



I was afraid.

This was my first ever AICI Conference. I am a recently reformed shy girl and sometimes I slip back into my formerly shy ways. I was travelling alone and sharing a room with a woman I had spent small amounts of time with, but never lived with. I knew a handful of other women going, but some of them just barely. I was afraid that my friends would get sick of me sticking to them like glue. I was afraid that I would find myself sitting alone all weekend. I was afraid that I wouldn't measure up against all the other fabulous (and some famous) attendees. What if I didn't belong here?

What a wonderful surprise I was in store for! My friends had all attended previous conferences and were reuniting with their many friends from all over the world. They included me in their groups, but I also found it was very easy (even for me) to meet new friends. The conference lanyard we all

were made it very easy to start a conversation with other strangers. I met people from Argentina, South Korea, Mexico, USA, Philippines, England, Lebanon and more. It was extremely gratifying to find that these other fabulous women and men were not so different than me.

The seminars were wonderful, the keynote speeches were fantastic, but even better was the experience of being in the presence of such amazing industry leaders. They were real people! They were helpful, and full of insight and suggestions for me, an industry newbie. And they were nice.

On my final morning of conference, I had planned on scarfing down a quick breakfast alone before going back to my room to pack up and head to my final seminar. What a delight when Coralynn Lundell (one of the founding members) asked to join me for breakfast. I had such a nice chat with her. It was the icing on the cake of a great first conference. I learned so much during conference, but the best part was realizing that I do belong here.



DIANE BALLOS

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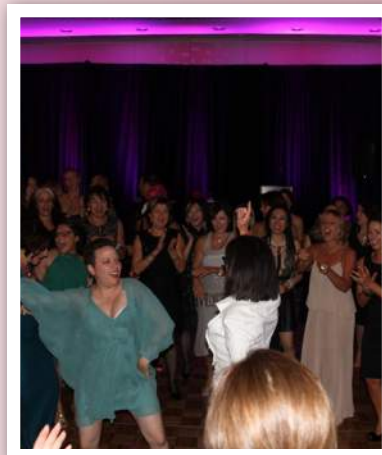
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Top 5 Reasons to Attend AICI International Conference 2017 in Mexico City!

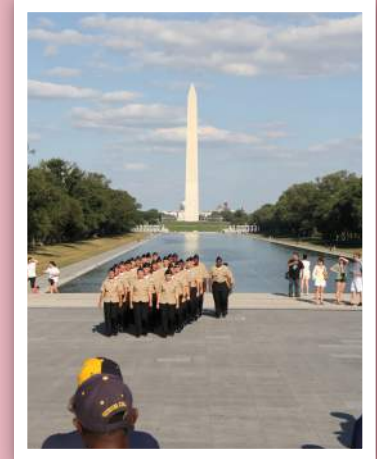
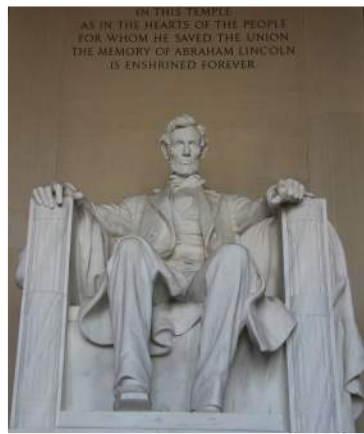
5. Have you ever been to Mexico City? Travel improves your ability to connect with clients that are different from you.
4. Do you speak Spanish? Learning a second language, even a few words, works wonders in a multicultural country like Canada.
3. The Mexico City Chapter is the fastest growing chapter in our International organization and can teach us a few things about promotions and marketing.
2. I'll be there;)
1. The weather and shopping, especially leather and silver shopping are beyond fantastic!

By Daphne Magna

AICI International Conference in Washington: Our Canada Chapter Represented!



AICI International Conference in Washington, DC!! A Great City to Explore and Experience!



7 Publicity Rules Every Entrepreneur Needs to Know!



What if you invented a revolutionary product that replaced narcotics to alleviate pain, but you fumbled the public relations (PR) effort and your news got lost in the media echo chamber?

Startups and entrepreneurs in almost every industry must confront questions like this when deciding to launch or continue a PR campaign. However, a number of small businesses often don't fully recognize that the world of PR has been turned on its ear. Many of the old rules simply don't apply anymore. Journalists are leaving the venerable media brands for new social networking platforms and to build their personal brands.

Unfortunately, using PR to grab headlines or market share is no longer just a matter of "getting out a press release." It requires deft handling from a knowledgeable team.

For guidance in navigating this new terrain, I turned to [Shelly Gordon](#), Principal of [G2 Communications Inc.](#), a healthcare PR firm in Silicon Valley. These are her top seven publicity rules that every entrepreneur should know:

Story is king – facts are servants:

Too many companies think telling the facts about their products will be riveting to the media...Instead, a good PR strategy crafts your company's story to appeal to journalists and their audiences. And people tell the story. As the documentary filmmaker Ken Burns says, "...the facts are in service of the story."

Keep the buzz going:

Companies with cool apps may make a big splash initially, but after early adoption takes root, the buzz dies off. Then what do you do? You need different story angles to keep your company fresh in the minds of journalists, ...Mine your company for ongoing stories that can be re-packaged and retold in different formats.

Old news is no news:

Not long ago, reporters filed one or two stories a day. Today, journalists may file one story every hour, plus frequent blog posts and tweets. News has always been a perishable commodity and companies can't expect their stories to have a long shelf life.

Social media is not PR:

A social media strategy can run in tandem with a PR campaign, but don't confuse the two...In an ideal world, PR and social media enjoy a synergistic relationship, with each feeding the other. Pursue both PR and social media outreach. You may want to augment your PR team with a social network manager who is steeped in the nuances of building meaningful followers.

Fill the news pipeline:

Keeping content fresh on the website includes the newsroom. If it is out of date, people will wonder about the health of the company, and you'll risk a negative perception. While no small company is going to have constant breaking news...Don't wait for the next major release of your product. There are many ways to update your target audiences with new hires, industry awards, market survey results, new partnerships, new customers, etc.

More does not equal better:

Just because a media database lists 200 journalists who cover your industry, that doesn't mean you should send company news to all of them. One of the main things journalists rant about when it comes to PR is getting inundated with irrelevant press releases. Vet each journalist to make sure your news is a match – otherwise, you risk being called out on social media, or permanently removed from his or her pool of quotable sources.

Journalists are just not that into you:

Few small business owners realize what life is like for journalists today. They get hundreds of emails every day from PR representatives that have nothing to do with what they write about...But consider the effectiveness of making the journalist's job easier. Research the topics they have an interest in, feed them fresh stories, and give their readers what they want.

By Robert J. Szczerba, Jan 7, 2014 Forbes Magazine

FASHION & COSTUME JEWELLERY OF THE 1920s

– PRESENTED BY AICI CANADA CHAPTER –

**Featuring Barbara Schwartz,
Owner of TruFaux Jewels**

FREE 1 hour Webinar

This session will examine the evolution of fashion silhouettes and jewelry designs in the first decades of the 20th century and how they were influenced by the development of the Art Deco style and the changing roles of women in society.

If you've ever considered a career in Image Consulting or could use fresh ideas for growing your practice you don't want to miss this 1-hour Webinar

Barbara Schwartz, the proprietor of TruFaux Jewels, helps women select wearable, timeless vintage costume jewelry that expresses their personal styles. Through her website (www.trufauxjewels.com), at special events and at client appointments, Barbara sells unusual and beautiful vintage jewels from the 1920s-1950s that she has collected across Europe and North America.

Her blog posts, social media and private consultations demonstrate how to accessorize contemporary day and evening wear with versatile pieces from her boutique.

A respected Jewellery historian, Barbara combines her lifelong passion for jewellery with her interest in social history and her research and analytical skills. She has presented at two conventions of Costume Jewelry Collectors International (CJCI), the Jewelry History Series at The Original Miami Beach Antique Show and the Antique Jewelry & Art Conference.

Her articles have been published on the CJCI website and in *ADORNMENT: The Magazine of Jewelry & Related Arts*. Her own interesting story has also been featured in [The Story Exchange](#).



Barbara Schwartz

Monday, Nov. 23rd
7:00pm to 8:00 pm EDT
4:00pm to 5:00pm PDT

**Look out for the
Webinar Jam Link!**

*We will send the Meeting link
the week prior*

Participants who join the live webinar are able to **ask questions** and **interact with Barbara** for the last 15 minutes.

Contact Barbara at
Barbara@TruFauxJewels.com

For more information contact
Lynda Jean, AICI FLC
416-960-1333
lynda@lyndajean.com



Fall Fashion Spotlight: Femme De Carriere

Newsletter / infolettre

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Fall 2015

Blouse GRAPHIQUE

Blouse à manches longues
Couture ajustée



GRAPHIC Print



Mix & Match
Blanc & blanc print




Motif géométrique
geometric pattern

Knit CHIC



Maille ajourée
cutout



Col jabot
front overlap




Newsletter / infolettre

MODE AUTOMNE / FALL 2015



La robe de soirée
party dress

le bleu TENDANCE



Au travail
at work

Blue TREND



Newsletter / infolettre

MODE AUTOMNE 2015

Nos coups de cœur de la rentrée

NOIR ET BLANC GRAPHIQUE
BLACK & WHITE



Pleins
le charbon



Print
inspiré



Stripes
les rayures

Les Grandes Tendances
accessibles
à MINI PRIX

Last Trends
at MINI PRICES

Tell Us What You Think!
[Click Here for Survey](#)

Your opinion about our Chapter IS important to us!

As an association of professional image consultants, we know how difficult it is to build a business and wear every single hat - the receptionist, the bookkeeper, the salesperson, the marketer, the spokesperson, the cold caller and the deliverer of all your fantastic services!

That's why we have a community of professionals to learn from, reach out to, share with and inspire so that we really are not alone and we can continue to grow! Your feedback helps us do that!

Thank you for participating!

Fall Updates: AICI Canada Members in Action!



Who: Catherine Bell, AICI CIP

What: How to Work a Room

Where: United Way Loan Representatives
August 21, 2015

What Your Board Has Been Up to: *Strategic Meeting - Summer 2015!*

The Canada Chapter Board held its yearly Strategic Planning Meeting on Wednesday, July 29th at the home of our Treasurer, Carol Robichaud, with our West Coast members Skyping into the conversation. During the meeting there was much discussion about the direction of the Chapter for the coming term and years ahead; the Board adopted resolutions in the four following areas:

- Define a three year vision and plan for its implementation with particularly focus on documentation of processes for succession planning and leadership development.
- Strengthen the AICI Canada Brand using social media to promote visibility, community and education.
- Increase value and engagement for our members by providing more online and regional events.
- Increase recruitment of new members.

We encourage you to support these initiatives by engaging with us on our AICI Canada Facebook page as well as attending our webinar events and providing feedback on both so that we may better target our efforts to your needs. We aim to provide strong value for your membership and would love your input!

By Katherine Lazuruk, AICI Secretary



**KATHERINE
LAZARUK, AICI FLC**

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Hmm, What to Do Before the Next AICI Global Conference?



1. Go for it! Get your next certification level.
2. Write for your local AICI Chapter newsletter to increase your exposure and share your knowledge.
3. Join an AICI Chapter board or International board to increase your leadership and contribution.
4. Plan where you want to be by 2017 so that you can share your growth via volunteering, hosting a booth or speaking.
5. Find new members to connect with and collaborate on a project to be exposed at Conference.

Did You Know?

Some of the benefits of submitting articles for Inside Image:

1. Raises your profile in the industry.
2. Provides you with the opportunity to practice your writing skills.
3. Establishes you as an expert.
4. Can earn you credit towards your CIP designation.
5. Prepares you for other leadership roles within your chapter.

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2. In-person training starts Sept. 18

Karen Brunger
BHEc, AICI CIP

"Karen is the teacher of teachers and master of her domain. Her wealth of knowledge and experience cannot be matched. Karen offers the most superior courses and texts available. Her professionalism and personality make her the best." ~ Saima Haider





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MISSION STATEMENT

To support the professional development of image consultants through education, resource sharing, camaraderie and community involvement. To set standards for the image industry that promote professionalism, credibility and recognition.

FEEDBACK

We would love to hear from you!
Please send your thoughts to:

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AICI *Inside Image* is published quarterly as a forum for the exchange of ideas and information by its members and guests.

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If you haven't already, check out our AICI Canada/Toronto Facebook page! Post photos of events, share news and connect coast to coast.

We'd love for you to join our page and get interactive!

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