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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.

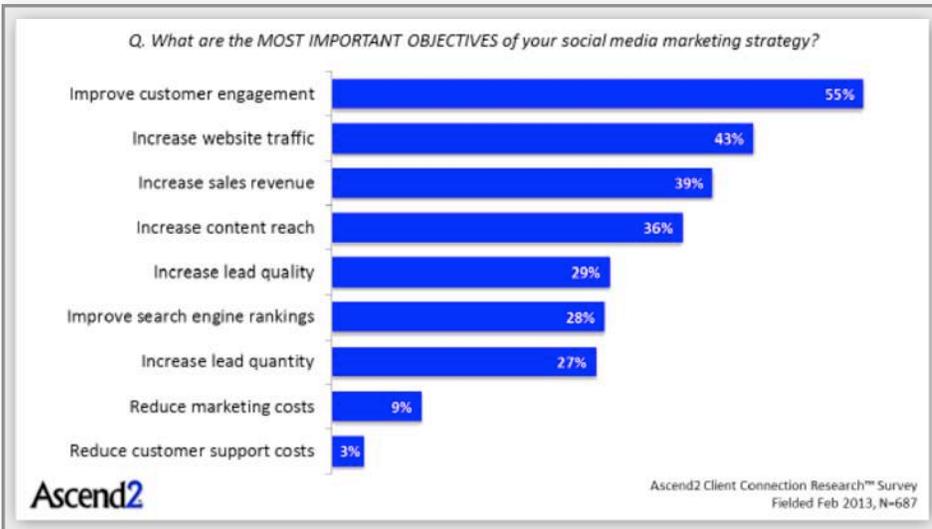
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participants who enjoyed my presentation and taught me a few things along the way. That's what I like best about presenting; every session is different because of the participants. Their questions, comments, and insights take us in many directions,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



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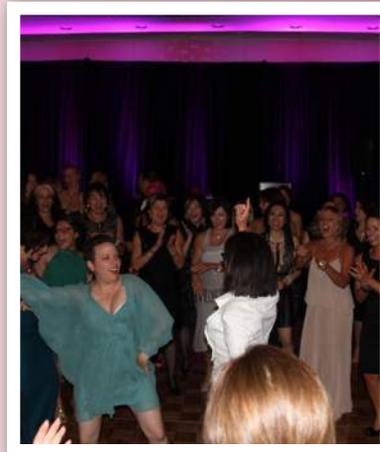
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## Top 5 Reasons to Attend AICI International Conference 2017 in Mexico City!

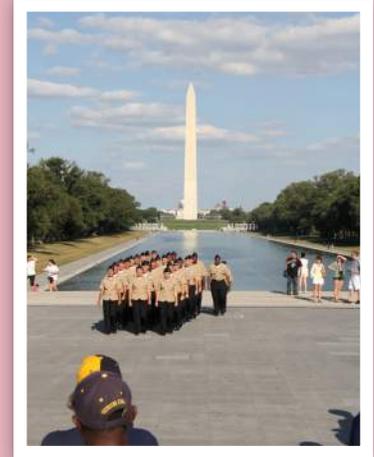
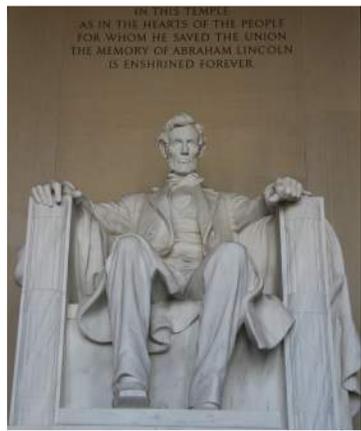
5. Have you ever been to Mexico City? Travel improves your ability to connect with clients that are different from you.
4. Do you speak Spanish? Learning a second language, even a few words, works wonders in a multicultural country like Canada.
3. The Mexico City Chapter is the fastest growing chapter 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!





## 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 20<sup>th</sup> 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](http://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](mailto:Barbara@TruFauxJewels.com)

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# Fall Fashion Spotlight: Femme De Carriere

Newsletter / infolettre

mode automne 2015  
Fall 2015

**Blouse GRAPHIQUE**

Broderie japonaise  
Tweed, 4000%



**GRAPHIC Print**



Mix & Match  
Black & white 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 coeur de la rentrée

**NOIR ET BLANC GRAPHIQUE**

BLACK & WHITE



Pleins  
to charcoal



Print  
inspired



Stripes  
les rayures

Les Grandes Tendances  
accessibles  
à MINI PRIX

Last Trends  
at MINI PRICES

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**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!



# 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.

**SUBMIT ARTICLES NOW!**

## image tools & resources



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**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!  
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