

Learner name: _____

Attending external events and activities

Complete this activity while watching the DVD: Elite Hair and Beauty Salon – Style Director.

In the DVD, Caroline explains where she gets her inspiration from and the benefits of attending external activities such as hairdressing competitions and hair shows.

1. What did Caroline say she saw when she went to Salon International?
2. Using a flip chart, list the different types of events and activities available for personal development and identify the benefits of attending such events. Decide which activity or event *you* would like to attend.
3. Working with someone who has similar interests to yours, set about researching your choice of activity. Gather as much information about your chosen activity as possible and write an article about this event in no more than 500 words. Include information on location, cost if applicable, time and date and then any specific information about the day's activities.

Suggested sources of research

You can use various information sources such as trade magazines, the Internet, talk to other hairdressers or use a telephone directory and ring salon suppliers for ideas.

Ideas: *Hairdressers Journal*; *Salon International*; sector skills council – Habia magazine or website; National Hairdressers' Federation; celebrity stylist websites; large product manufacturer websites.

4. Then join another pair and pull your articles together to produce a newsletter to inform others of these opportunities. Look at sample newspapers and any types of magazines for ideas on presentation. You may use photographs, images, titles and bold headings in your articles to capture the reader's attention. To produce your newsletter you only need to paste each article onto a piece of coloured cardboard or flip chart paper. Give your newsletter a title such as *The Hairdressing Times*.
5. Present each newsletter on the wall. You can then vote for the group that produced the best article and overall best presented newsletter. You cannot vote for your own work.
6. Add up the votes and identify the winners!