

CALL +2348099403333 FRANCES FOR MORE INFO

PARTICIPANT'S BROCHURE

**KINDLY NOTE THAT ALL MATERIALS NEEDED FOR EACH SESSION AND
LUNCH WOULD BE PROVIDED AT THE VENUE**

**REGISTRATION
FEE:7,000 NAIRA**

PAYMENT PROCEDURE

REGISTRATION
FEE:7,000 NAIRA

- **KINDLY PAY THE REGISTRATION FEE TO 2048678098 ,Frances Obonna, Zenith Bank.**
- **Send proof of Payment to register@lagosfashionhangout.com along with your full name , phone number, e-mail**
- **A reference number from +2348099403333 will be sent to your mail and via sms .**
- **At the venue you would be asked for your reference number and given a seat number.**

Starting a Fashion Business (Exercise)

9:00am -9:40am

- **Tutorial based on the teachings of Imran Amed (Founder and CEO of Business of Fashion) 30 mins**
- **Exercise on the Tutorial (5 mins)**
- **Assessment based on the session(5 mins)**
- **Group Work based on the session(10 mins)**

BREAK AND NETWORKING SESSION: 10 mins

Goal: Enable participants understand a fashion business and what it entails.

BUILDING A REPUTABLE BRAND

10:00am-10:40am

- **Training Session by Jumoke Shotonwa (30mins)**
- **Exercise on her session (5mins)**
- **Q & A session on how to build a reputable brand (5mins)**
- **Group session on applying the speaker's principles (10 mins)**

BREAK AND NETWORKING SESSION: 10 mins

Goal: Enable participants begin to identify their brand and understand how to use branding to their advantage.

The Importance of Law in a Fashion Business

11:00am-11:40am

- **Training Session by Annie Oti (30mins)**
- **Exercise on her session (5mins)**
- **Q & A session (5mins)**
- **Group session on applying the speaker's principles (10 mins)**

BREAK AND NETWORKING SESSION: 10 mins

Goal: Enable participants understand the legal side to running a fashion business

Business Etiquette for Fashionpreneurs

12:00pm-12:40pm

- **Training Session by Kanyin Adio-Moses (30mins)**
- **Exercise on her session (5mins)**
- **Q & A session (5mins)**
- **Group session on applying the speaker's principles (10 mins)**

BREAK AND NETWORKING SESSION: 10 mins

Goal: Enable participants understand how to behave in a formal setting.

LUNCH BREAK

1:00pm-2:00pm

**TWO TUTORIAL VIDEOS AND EXCERSICES ON BRAND AWARENESS AND
CREATING A BUSINESS PLAN**

The Art of Confidence

2:00pm-2:40pm

- **Training Session by Chy Nwakanma (30mins)**
- **Exercise on her session (5mins)**
- **Q & A session (5mins)**
- **Group session on applying the speaker's principles (10 mins)**

BREAK AND NETWORKING SESSION: 10 mins

Goal: Enable participants identify principles that would help them build their confidence

Building a Sustainable brand

3:00pm-3:40pm

- **Training Session by Emaodia Ogbebor (30mins)**
- **Exercise on his session (5mins)**
- **Q & A session (5mins)**
- **Group session on applying the speaker's principles (10 mins)**

BREAK AND NETWORKING SESSION: 10 mins

Goal: Enable participants understand brand sustainability and how to apply it to their brand

The Art of Consistency

4:00pm-4:40pm

- **Training Session by Onyinyechi Anozie (30mins)**
- **Exercise on her session (5mins)**
- **Q & A session (5mins)**
- **Group session on applying the speaker's principles (10 mins)**

Certification:10 mins

Goal: Enable participants understand how to be consistent in building their brand