

The logo for the Association of Image Consultants International (AICI) is located in the top left corner. It features the acronym 'AICI' in a large, bold, red serif font. Below it, the words 'ASSOCIATION OF', 'IMAGE', 'CONSULTANTS', and 'INTERNATIONAL' are stacked in a smaller, white, bold, sans-serif font, separated by thin horizontal lines. The entire logo is set against a dark red rectangular background. To the right of the logo, there are several colorful, curved lines in shades of red, yellow, and teal that sweep across the page.

AICI

**ASSOCIATION OF
IMAGE
CONSULTANTS
INTERNATIONAL**

**ASSOCIATION OF IMAGE CONSULTANTS
INTERNATIONAL**

I Am Here For You

The Source for Image Professionals®

Education • Experience • Excellence

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FIRST TIMER'S AGENDA

- AICI Governance
- AICI Chapter formation
- Member benefits
- Certification
- How to build a successful business
- How to use this conference

AICI HISTORY

- AICI was founded in the United States in 1990 as the result of a merger of the East Coast-based **Association of Fashion and Image Consultants (AFIC)** and the West Coast-based **Association of Image Consultants, (AIC)**.

Merger Committee Meeting: AIC/AFIC

The first meeting of the joint merger Committee of AFIC and AIC was held in San Francisco, February 4, 5 at the Metropolitan Club. Our efforts to merge are making national news. Read for yourself the report from the Jan. 13 issue of *Women's Wear Daily*:

IMAGE AID: 1990S GROWTH INDUSTRY

FROM WHERE I SIT

The number of personal image consultants listed in a biennial directory of such individuals or firms has increased from 36 in 1978 to about 300, according to Jacqueline Thompson, president of Image Industry Publications. Many more persons and companies are also in the field. A personal image consultant may advise people, whether within corporations or privately, on one or several matters — on a wardrobe, speech, posture, business or social etiquette.

WOMEN'S WEAR DAILY, FRIDAY, JANUARY 13, 1989

The Association of Image Consultants, based in San Francisco, has about 100 members in that area and in other Western chapters. The Association of Fashion and Image Consultants, based in Fairfax, Va., has about 220 members in chapters in the East. It is understood that the two organizations are involved in plans for a merger.



San Francisco Merger Meeting. Left to Right: Jean Patton, Lynn Farris, Jennifer Morris, Carol Stone, Dominique Isbecque, Diane Parente, Lisa Cunningham, Sue Weinman, Coralyn Lundell and Angie Michael. Alyce Parsons was AIC Facilitator. Lisa Cunningham, AFIC Recording Secretary.

After two days of deliberation, the Committee voted to merge, in principle, pending approval of both boards and memberships. Subcommittees were formed to define Membership Categories and Organizational Structure. The next merger committee meeting will take place on April 18, in Washington, D.C.



Also at the Merger Meeting were Alyce Parsons, (second from the left) and Carole Jackson (at right), pictured with Lynn Farris and Carol Stone.

AFIC Association of Fashion and Image Consultants

AICI FORMATION

- In 1993, AICI had 8 chapters
- July 2005: AICI partners with Association Management, Ltd. (AML)
- At that time, AICI had 631 members.
- Today, AICI has nearly 1300 members.
- AICI IS a **not-for-profit** organization 501(c)(6) organization.



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AICI GOVERNANCE

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AICI Board of Directors

- President
- Past President or President Elect
- Secretary
- Treasurer
- VP Communications
- VP Chapter Relations
- VP International Relations
- VP Membership
- VP Conference
- VP Fund Development
- VP Education
- VP Certification
- VP Marketing



Association Management, Ltd.



- AML is AICI's Association Management Company
- AML is a **strategic partner** in advancing AICI's goals and strategies while taking care of the daily administrative needs unique to associations.
- AML has been in business for 32 years.
- 8 staff with over 100 years combined experience.
- 3 Certified Association Executives (CAE) on staff.



The Preferred Choice



Association Management, Ltd.

STAFF



- **Executive Director**
- **Financial Manager**
- **Technology Director**
- **Membership Director**
- **Chapter Relations Director**
- **Meeting Director**

AICI GOVERNING DOCUMENTS



- **Mission Statement** – Relationship to the Chapters
- **Bylaws** – Relationship to the members
- **Policies & Procedures** – Relationship to future leaders
- **Operations Manual** – Relationship to committees

AICI CORE VALUES



- Sense of belonging (Helping others, collaboration/partnership)
- Lifelong learning
- Excellence
- Integrity (Respect for others)

AICI's VISION



- We are a global network of image professionals – transforming, empowering and inspiring all people to reach their greatest potential.

AICI's MISSION STATEMENT



- Promote the value of the image consulting profession.
- Provide professional development.
- Set the highest standards of excellence for the industry.

AICI's BRANDING STATEMENT



**The Source for Image Professional
Education • Experience • Excellence**

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AICI CHAPTERS

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AICI CHAPTERS

- **Asia**
 - Beijing
 - Hong Kong
 - Korea
 - Malaysia
 - Shanghai
 - Singapore
 - Tokyo
- **Australia**
 - Melbourne
 - Sydney
- **Canada**
 - Toronto
- **Europe**
 - France
- **Mexico**
 - Mexico
- **USA**
 - Atlanta
 - Chicago Metro
 - Florida
 - Mountain States
 - New England
 - New York/Tri-State
 - Ohio-Pennsylvania
 - San Francisco Bay Area
 - South Central USA
 - Southern California
 - Washington, DC Metro Area

HOW TO START A CHAPTER



- The prospective Chapter must have a minimum of 15 AICI members who sign the Petition to form a Chapter of AICI
- The organizers must have the **Chapter Charter** approved by the International Board of Directors
- The prospective chapter is under “provisional status” the first operating year
- A steady and substantial growth in the first provisional year will guarantee your chapter’s endurance

AICI CHAPTER STRUCTURE



- Each chapter membership elects at least **four (4)** Chapter Board officers to the positions of:
 - President
 - VP/ President Elect
 - Secretary
 - Treasurer

AICI CHAPTERS

- The organizers must agree to pursue and support the purposes, **Bylaws, Chapter Accord, Chapter Affiliation Agreement**, and **Code of Ethics** of AICI
- Chapter leaders must submit **Chapter Meeting Minutes and Financial Reports** to the International Board, as required in the AICI Chapter Bylaws, along with a Chapter Accord and Affiliation Agreement, annually
- **Additional officers** may be elected in larger chapters for positions such as VP Membership, VP Communications, VP Marketing, VP Programs, VP Education, as required in the Chapter Bylaws
- Committees may also be added

AICI CHAPTER MEETINGS



- Allow opportunities for promotion and networking
- Provide education days and workshops on image core competencies and business development
- Encourage alliances with other professionals
- Programs offer Certified Education Units (CEUs)

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BENEFITS OF MEMBERSHIP

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AICI BENEFITS OF MEMBERSHIP

- **Credibility**
- **Certification**
- **Education**
- **Support**
- **Networking**
- **Resources**
- **Personal/Professional growth and development**



AICI BENEFITS: CREDIBILITY



- AICI is the **leading and largest** global organization for image consultants
- Members have permission to use the AICI logo & tagline
- Your name and business is listed in AICI's Membership Directory
- AICI Forum – Online AICI Community for members only

AICI BENEFITS: CERTIFICATION



There are three levels to **differentiate** you in the industry worldwide

- FLC, First Level of Certification
- CIP, Certified Image Professional
- CIM, Certified Image Master

MORE LATER.....

AICI BENEFITS: EDUCATION



- AICI is committed to **advancing** the level of professionalism worldwide
- AICI is an Authorized Provider with The International Association of Continuing Education and Training (IACET)
- Our conference programs and Education Days offer Continuing Education Units (CEUs) and educational standards which follow the IACET criteria and guidelines

AICI BENEFITS: EDUCATION



- We offer programs on core curriculum skills and business development
- We offer current thinking in industry, business and training to pass to our members
- Teleclasses to keep you current and educated
- Top speakers at the annual conference
- Two conference tracks: FLC Preparation and intermediate/advanced education

AICI BENEFITS: SUPPORT



- Mentoring from your more seasoned peers in the same industry
- Professional Coaching is available from AICI experts who provide problem-solving and encouragement
- Be challenged to go one step further. Staying in your comfort zone will not make you successful

AICI BENEFITS: SUPPORT



“I Am Here For You”

- A global group that offers existing and all new members in all countries support from their chapter to foster:
 - Bond
 - Benefit
 - Belonging

AICI *I am here for you~Bond*

- **Support:** you are not alone
- **Encouragement:** from peers
- **Empowerment:** knowledge
- **Inspiration:** capabilities & possibilities
- **Guidance:** coaching & mentoring
- **Camaraderie:** having fun!
- **Credibility:** AICI standards
- **Involvement:** Leadership & its benefits



AICI *I am here for you~Benefit*



- To portray a positive, consistent message and speak with one voice
- To reach out to prospective members
- To create a cohesive team that works well together
- To educate existing and new members about the benefits of belonging to AICI
- To support each other and lead by example
- To empower existing and new members to grow their business with the support of AICI at any stage of their business

AICI *I am here for you~Belonging*



- **“I Am Here for You”** program will assign a “guiding angel” to assist you and guide you to grow your wings until you can fly
- **Who are the guiding angels?** Angels are from your local chapter who nominate themselves. Angels should be approved (or educated) by President or VP Membership
- **How?** The guiding angel will contact and welcome the assigned member. Will exchange contact details and offer support in the area of needs
- **When?** Membership drive or first week of joining a chapter.

AICI BENEFITS: NETWORKING



- **Opportunities** to foster alliances and generate business referrals
- Chapter and Conference Networking
- Top Training Resources and Subject Matter Experts in the Industry
- Product supplies available in color, style, body analysis, accessories, menswear etc.

AICI BENEFITS: NETWORKING



- Learn from our experiences – *you don't have to make the same mistakes we did . . . !*
- We want you to be the best you can be and succeed. The more public awareness of what image consultants do, benefits all of us
- Our level of expertise raises industry standards. When you look good – we all look good

AICI BENEFITS: RESOURCES



- Resources, services and products available for your business
- Top Trainers and subject matter experts in the Industry
- Product supplies available in color, style, body analysis, accessories, menswear etc.
- Visit the exhibition hall at the conference

AICI BENEFITS: PROFESSIONAL GROWTH



- Attend chapter events
- Attend the international conferences
- Become a committee or team member
- Become a team leader
- Take on an international team or chapter leadership position
- Step onto the international board

AICI BENEFITS: PROFESSIONAL GROWTH



- Get involved and learn new management, team and leadership skills. Knowledge is power. The more you learn – the more you earn.
- When you are confident in your skills, you are more confident to market yourself and your services. We are here to support you and help you grow



AICI BENEFITS: PUBLICATIONS

- *Write an article*
- *Image Update* – a bi-annual international news magazine
- *AICI Connections* – a quarterly e-magazine
- *AICI Member Minutes* – weekly bulletins



AICI BENEFITS: MEDIA AND BRAND EQUITY

- The value of the brand equity AICI has developed
- AICI is the media source for image professionals around the world

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CERTIFICATION

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AICI CERTIFICATION

First Level Certification - FLC



- An exam offered online in 2011
- Follow-up portfolio of client evaluations to be submitted within two years of passing the FLC exam
- A fee is required

AICI FLC TEST SUBJECTS

- The Business of being an image consultant
- Body/Figure Analysis for men and women
- Personal Style
- Wardrobe: Women
- Color
- Wardrobe for Women
- Wardrobe for Men
- Business Dress
- Grooming: Hair, Skin, Makeup
- Etiquette and Protocol
- Body Language
- Verbal Communication

AICI CERTIFICATION

Certified Image Professional - CIP

- **AICI CERTIFICATION**
Certified Image Master - CIM

Application & info at [www.aici.org /certification](http://www.aici.org/certification)

MAINTAINING YOUR CERTIFICATION



- All certified members must renew every 3 years
- Renewal fee required separate from membership fee
- All certified members must earn 2.4 CEUs every 3 years to maintain certification

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BUILDING A **SUCCESSFUL** BUSINESS

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TYPES OF IMAGE CONSULTING

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Types of Image Consultants

- Work with individuals
- Work with groups and organizations
- Fashion stylists
- Fashion show choreographers
- Boutique owners
- Personal shoppers
- Coaches who add image
- Presentation trainers who add image



Types of Image Consultants

- College trainers
- Image Consultant trainers
- Image coaches
- Image personality assessment specialists
- Professional development trainers
- Color analysis experts
- Bridal consultants
- Hair stylists
- Makeup artists
- Brand specialists
- Media and TV experts

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AICI CORE COMPETENCIES

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AICI CORE COMPETENCIES

- Body Language
- Non-Verbal Communication
- Verbal Communication
- Etiquette and Protocol
- Grooming
- Make-up
- Style Analysis
- Business Dress
- Wardrobe: Men and Women
- Body/Figure Analysis
- Color Theory and Analysis
- Professional Ethics as stated in the AICI Code of Ethics
- Business Development

Essential Business Skills



- Professional ethics as stated in the AICI Code of Ethics
- Obligations to the Public
- Obligations to the Client
- Obligations to the Profession and the Association
- Obligations to Colleagues
- Focus of Business Objective
- Interaction and communication with Client

Essential Business Skills

- Target market defined
- Ultimate 30 second message
- How to ask for what you want
- Compensation and fee guidelines
- Professional conduct
- Goal setting
- Marketing and Maintaining your Business
- Promoting your Business
- Nerves of steel and ability to have fun



Top Ten Tips to Grow Your Business

1. Practice and know your skills
2. Set your business goals
3. Develop marketing strategies. Create the message you intend to send to the market you are targeting.
4. Develop a website, brochures, business cards, books, articles, and client support materials

Top Ten Tips to Grow Your Business

5. Invest in tools that support your business:
e.g. accounting, marketing, database records,
diary system for follow-up, etc.
6. Maintain business integrity. When you say you will follow up – do so. Usually within 24–48 hours.
Consistency in this area builds trust
7. Keep abreast of what's happening in the stores due to seasonal changes in fashion

Top Ten Tips to Grow Your Business



8. You are the brand! Pay attention to your style, grooming and professional image
9. Give yourself some creative 'time-out' to allow you to stay creative.
10. Be prepared to stand up and speak about the benefits of what you do: "I transform people to look and feel great!"

AICI Sage Advice



- Reward yourself by planning in some special 'treat' for accomplishing steps in your goals
- Don't ever beat yourself up. Learn from any experience – you're still standing aren't you?
- You're among peers who care. It's a journey – not a destination. Bumpy or otherwise – enjoy the ride!

AICI Inspiration: capabilities and possibilities



- Be inspired by the industry leaders. If they can do it – so can you
- Acknowledge your own capabilities – you have been trained with a reputable organization. Trust yourself – you are ready!
- What you focus on is what you attract. You have a dream; set your goals and aim high to achieve it!

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HOW TO USE THE CONFERENCE

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How to get the most out of this conference



- If you need technical image skills to take the FLC, take mostly Track 1 sessions
- If you need to expand your services, take mostly Track 2 sessions
- Make 5 new member contacts per day
- Fully explore the exhibit hall
- Make the initial contacts with new colleagues and follow up later

AICI Camaraderie: having fun!

- Opportunity to meet at regular events
- Sharing knowledge and experiences
- Learning to laugh at challenges and view all experiences as opportunities to learn more
- Sharing your passion with others of like mind
- Making friends for life



A decorative graphic on the left side of the slide features several thick, flowing ribbons in vibrant colors: red, teal, yellow, and green. The ribbons appear to be moving upwards and to the right, creating a sense of dynamic energy and movement.

Thank You!

And Please Know that I Am Here For YOU
We Are Here For YOU
AICI Is Here For YOU

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