



TRACEY HUGHES



BE GIN LIEVE COME

Human beings have the distinct ability to be capable of positive change.

In today's world of disruption your EQ is twice as important as your IQ in driving your success because the power of your emotional intelligence helps you to understand people and build lasting connections.

With competitive workplaces everyone is searching for the key to team retention and outstanding leadership is the critical ingredient needed.

Your courage to breakthrough habits and your resilience to defy challenges will begin to transform your ability to lead.

Believe in the power of communication and become the leader you aspire to be to assist your company growth strategy.

TRACEY HUGHES

An EXPERT in Education Strategy, Leadership Communications and Personal Branding within the Hair, Beauty, Cosmetics and Retail industries. Tracey helps organizations transform growth and build engaging connections to drive business results.

Creating incredible experiences for extraordinary people, Tracey has a gift for bringing out the best in others

HEADLINING the most coveted global events, Tracey has presented across Australia, China, Dubai, Hong Kong, India, Mexico, New Zealand, Russia, Singapore, South Africa, Sweden, Taiwan, UK, and the USA to over 500,000 world-wide.

From humble beginnings, Tracey achieved a successful career in hairdressing beyond even her own expectations. Transforming into an empowering speaker and business mentor Tracey is equally strategic and creative, inspiring many other industry leaders.

Tracey possesses an extraordinary infectious energy. Resilient to the core, Tracey has endured many professional and personal challenges and presents her inspirational journey with integrity, humor and emotion.



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**WORKING LUNCH**

the years that have really hurt," she admits. "Things like 'oh you're so driven by ego', for example. But I really believe there's a massive difference between being confident and being entitled. I will never say

2016 - Gary 822 - 1000 00 00 - Income before tax

—Tracey Hughes



REAL STORIES



to

Tell us about your background.



SPECIAL RECOGNITION



HALL OF FAME

AUSTRALIAN MASTERS

PEOPLES CHOICE AWARD

10 X SALON OF THE YEAR

4 X EDUCATOR OF THE YEAR

4 X EXCELLENCE IN EDUCATION

2 X HAIRDRESSER OF THE YEAR

2 X AUSTRALIAN COLOURIST OF THE YEAR

KEYNOTE SPEAKER

A Certified Speaking Professional, with an empowering energy, Tracey is unique in her ability to bring out the best in others.

Her perspective on emotional intelligence and high impact communication will help you develop meaningful outcomes to business drive results.

CUTTING EDGE LEADERSHIP

Establish your leadership ability to achieve and grow consistent momentum within your team to boost your business and your own confidence.

THE COLOR OF COMMUNICATION

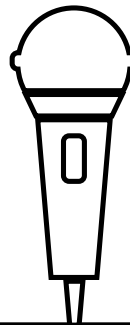
Drive your success with effective communication and learn strategies to advance your emotional intelligence for lasting impressions.

INFLUENCE WITH STYLE

Identify your personal brand image with distinction to cultivate your influence for disruptive impact and style your way to your goals.

CONTINGENCY DESIGNER

Discover how to design your business future and learn how to plan an exit strategy to create the lifestyle of your dreams.



CLIENTS



BUSINESS SEMINARS

Owners

BUSINESS BUILDER

Discover the key building blocks to boost your business operational and educational systems and manage KPI's to grow your profits.

Team/Stylist

CLEVER CONSULTATIONS

Communicate with dynamic results to influence your profitability through effective consultations to instantly drive sales.

Owners/Freelancers

BESPOKE BRANDING

Strategies to cultivate your personal brand and your unique positioning, to leverage business growth.

Managers/Freelancers

DIGITAL DISRUPTION

Take the fear out of digital marketing and attract new business, leverage your online presence and increase your digital footprint.

Owners/Managers

TEAM TONIC

Build a positive unique salon culture, and learn how to produce a championship team.

Team

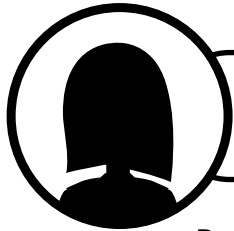
REWARDING RETAIL

Take the fear out of selling and increase turnover by maximizing purchasing emotions and opportunities for clients to purchase.



LEADERSHIP PROGRAM

Train your Trainers, Educators, Sales Teams, Guest Artists, Ambassadors and Influencers.



TEACHER TRAINING

Boasting guaranteed results; this program focuses on how to deliver powerful presentations in any environment – from the boardroom, to the classroom to the stage.

- Develop engaging presentation skills
- Conquer nerves and boost confidence
- Strategies for high impact teaching
- Learn how to pitch using storytelling
- Plan, design and structure events
- Discover expert tips to being authentic

1 DAY

- Presentation Skills
- Learning Styles
- High Impact Engagement
- Sales Pitches

2 DAY

- Presentation Skills
- Learning Styles
- High Impact Engagement
- Sales Pitches
- Structure
- Lesson Planning
- Show Scripts
- Team Presentations

4 DAY

- Presentation Skills
- Learning Styles
- High Impact Engagement
- Sales Pitches
- Structure
- Lesson Planning
- Show Scripts
- Event Management
- Team Presentations
- Content Development
- Curriculum Writing
- Skills Training
- Personal Coaching



SHOWS

EXCELLENCE IS A CHOICE

As a Brand Ambassador for you Tracey can headline major Beauty Trade Shows positioning your company as a leader in education.

Discover classic beauty with contemporary craftsmanship at these inspirational events with real education content, creative technique and stunning results.

The “Educator of the Educators” Tracey can also coach your team to present on any stage with the option of utilizing her as the MC and Show Producer.

The Tracey Hughes Education professional team have extensive experience in Event Management and work alongside production companies to ensure smooth operational logistics.



DIGITAL

Technology has shaped the future of education delivery.

Increase your reach to all regions through providing knowledge at the push of a button to your clients and potential new clients.

A pioneer in the digital arena Tracey can help develop your assets. A coach to other presenters, a director on set and a facilitator on camera, Tracey is the consummate visionary.

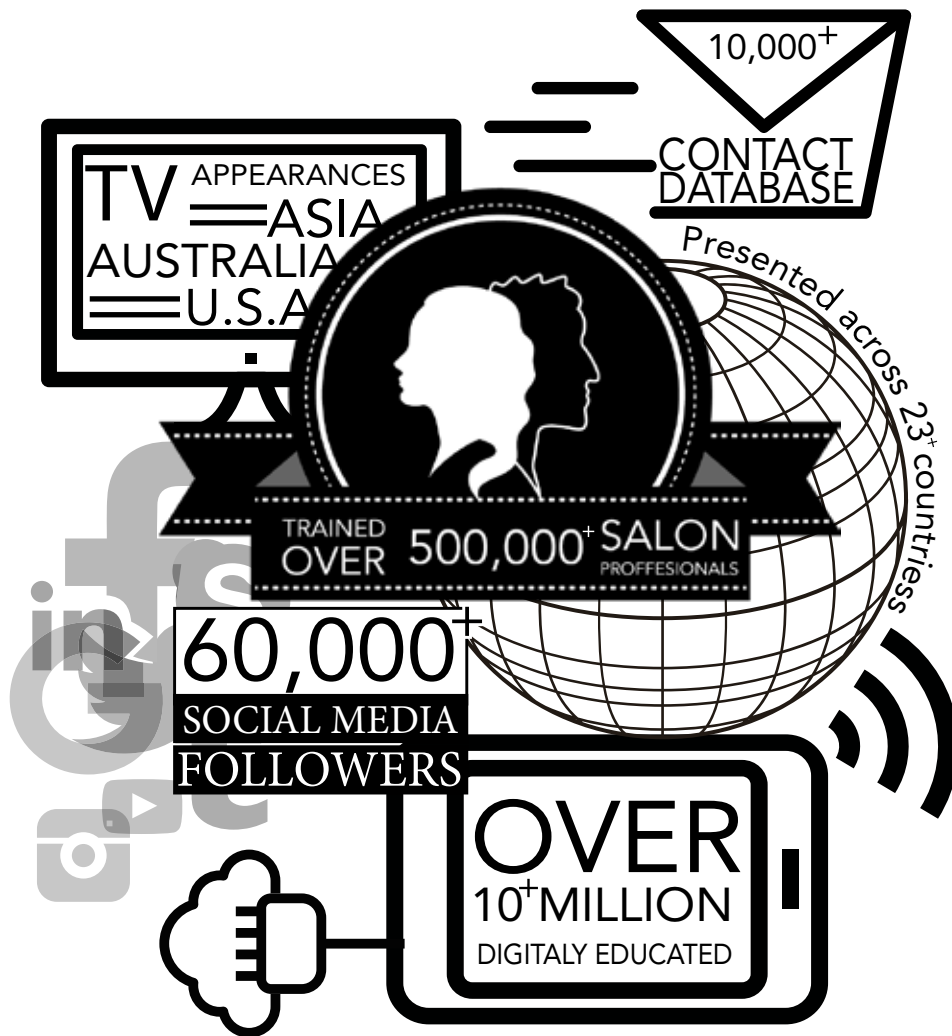
From pre-production through to editing and shooting campaign imagery, Tracey can assist in developing your identity to increase brand awareness.

A Hair Director for many leading brands, Tracey works to develop beautiful imagery and engaging content. Whether advertising campaigns, or branding or product releases inspire your clients and place your brand at the forefront of trends.

INNOVATION
IS
A CHOICE



REACH



TRACEY HUGHES

On Education



Tracey Hughes knows a thing or two about education. A global education speaker, she has won both the Excellence in Education and Educator of the Year awards four times as well as Hairdresser of the Year, Colourist of the Year and had her team to win Salon of the Year an amazing 10 times!



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News - Tracey Hughes Storms America

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Text and Images courtesy tracyhughes.com.au // Published Friday 5 April 2013

Tracey Hughes created an educational storm in America in March, as the principal headliner for the prestigious 2013 America's Beauty Show (ABS), presenting at the Stylist Choice Awards, and showcasing on national TV and at the newly established BehindTheChair Academy.



GLOBAL EDUCATION LANDSCAPE

By Tracey Hughes

Since relocating to the USA I have pondered on how does the education landscape compare across the scores.

American salons run on a different business model to Australian salons. All stylists earn their income either as a commission split or as an independent booth renter. Will this business model become the future in Australia for businesses?

This model means that stylists take more

However, with so much free education available on YouTube what impact do you think this is having on the learning process and quality of skill set?

Research shows that engagement is lost through digital learning which means the retention of knowledge drops. Regardless of the technology



Tracey Hughes brilló en Chicago



Tracey Hughes ha sido una destacada presentadora en el American Beauty Show (ABS). Actuando por la primera vez en el escenario de Chicago, celebró un éxito, como artista de cabecera. En su segundo espectáculo consecutivo en el ABS, Tracey comenzó a dar consejos de profesionales inspirados por su experiencia creativa y habilidad para la educación. Producido por Cosmopolitan Chicago, el evento se realizó el 22 de abril de marzo y reunió a las mejores salones e internacionales de la ciudad, entre ellos Mark Hughes, Nicky Ingham y Sam Villa. Las demostraciones interactivas y técnicas preliminares de Tracey se han convertido en un momento favorito de los asistentes. La obra, ya que sus métodos innovadores se le atribuyen a formar y educar para promover el crecimiento y el desarrollo profesional de los estudiantes. Fue un momento de fama y mucho amor, una de las educadoras líderes del mundo. Seguida por los miembros de su equipo, Miki Pizzarello y Marla Hayes Lane, al día siguiente un show espectacular en el escenario principal que los condujo por la gloria y el éxito. Tracey recibió una recepción para 100 personas más.



TRACEYHUGHES.COM.AU

“Tracey’s ability to deliver relevant, innovative education that inspires lives and creativity is unforgettable.”
President, Americas Beauty Show”

“Loreal engaged Tracey to conduct Presentation Skills training to our Educators, Artistic and Sales Team at our 2015 Conference. The outcome was very energizing and empowering as Tracey was totally committed to their success.”

Education Manager, Loreal Professional AU

“We would certainly recommend Tracey as a motivational keynote speaker for any organization – she has an amazing array of topics to share. The attendees of our 2014 Conference in Singapore are still singing her praises!”

Executive Director, DeLorenzo HairCare

“Tracey is a highly accomplished speaker who has a huge influence on the hairdressing community.

Her knowledge is informative and inspirational and we would certainly highly recommend Tracey!

Hair Expo Director, Reed Exhibitions”

“Tracey Hughes is one the most inspirational and motivating keynote speakers. Her high energy and insightful knowledge teaches and transforms.”

CEO, Australian Hairdressing Council

“Tracey Hughes spoke at our conference in Fiji and she did an amazing job. She is so well respected by all our clients. I can’t recommend Tracey highly enough so if you’re looking at Tracey, definitely book her and get her down to talk at your conference!”

Marketing Director, Loreal Professional NZ

“Tracey did a fantastic performance for the Premiere Orlando Beauty Show. Her Main Stage presentation was outstanding and as a Speaker she has real connection with the hairdresser and we had a great response from a thrilled audience. Tracey is a true professional.”

President, Premiere Show Group USA

leadingladies

The Leading Ladies panel made history when they took to the stage together for the first time addressing, head-on, the issues facing women in the beauty industry today.

The audience witness a raw, emotional, honest and heartfelt look into life on the road and in the limelight as the Ladies share their inspirational stories and their challenges. They tackle the issues they face both in the beauty business and in life in general as wives, mothers, daughters, business women, entrepreneurs, educators and philanthropists.

The LL panel is made up of THE biggest names - icons and influencers together are joined by industry great and token male, Sam Villa, as the Special Guest MC.

Spearheaded by Tracey Hughes, the Founder of Leading Ladies, the panel is based upon the women's strong commitments to 'give back'.

Tracey can bring together an inspiring panel of Leading Ladies to your next event!



Leading Ladies: News From Founder Tracey Hughes

Maggie Mathern | October 2, 2017 | 10:55 AM



MODERN
SALON



'MOVE OVER BOYS!' LEADING LADIES TO TAKE THE STAGE PREMIERE ORLANDO 2017

Monday, 06 March 2017 17:48 Print

ESTETICA **magazine**.co



leading ladies

Tracey Hughes Larisa Love Eden Sassoon Vivienne Mackinder Candy Shaw
with special guest emcee Sam Villa

Ever wonder what it takes to get to the top?
How do you find the balance and energy to stay there?

After the inaugural appearance last year, the Leading Ladies are back by popular demand with new inspirational women joining the star-studded panel!

Join TRACEY HUGHES, LARISA LOVE, EDEN SASSOON, VIVienne MACKINDER & CANDY SHAW for a frank, honest and no holds-barred discussion about what it takes to succeed in today's beauty business and discover their secrets to a fulfilling life and outstanding career in the forefront.

In an industry that's over 85% female these 5 outstanding women share their personal and business advice to help show YOU to success!

SAM VILLA is their token male who brings his unparalleled energy and enthusiasm to the stage as the panel's emcee. Sam is the consummate advocate who always shares the message of supporting one another. And let's face it... everyone loves Sam Villa!

Don't miss these inspiring, selfless individuals who all dedicate their time and energy to our wonderful industry. Hear their inspirational stories and be motivated by their sheer determination to overcome adversity as these entrepreneurs, educators and influencers collaborate to inspire YOU.

Mon 12:45 - 1:30p



premiereorlando
leading ladies



TRACEY HUGHES