

# ImageSpecialist Services for Meeting Planners

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*Enhancing your group's image, one attendee at a time.*

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Marlys K. Arnold,  
ImageSpecialist

## Who needs an ImageSpecialist?

- New College Graduates
- Job Seekers
- Aspiring Executives
- Sales Professionals
- People in the Public Eye  
(Speakers, Politicians, Media Personalities, etc.)
- Anyone Who Wants to Make  
a Better Impression on Others

their roles in the home, school, community and workplace. I've presented for numerous corporate and professional groups, including the past three years at my local MPI chapter's Spring Conference.

On the back of this brochure, you will see a list of workshops and other events we can produce together. You can make the statement that you care about your attendees by investing in their image education and self-enhancement.

Using a comprehensive menu of clinics, workshops and image-building tools, I provide an extensive source of fashion and image information for both companies and individuals.

You are invited to experience these services for yourself at an event for your group.

Looking forward to working with you!

A handwritten signature in black ink, appearing to read 'Marlys K. Arnold'.

Marlys K. Arnold,  
ImageSpecialist

## How will an ImageSpecialist help your attendees?

- Develop an objective opinion on what colors compliment them
- Know how to analyze body type and maximize individual proportions
- Select flattering accessories
- Build a quality wardrobe that mixes and matches
- Bring out their unique Fashion Personality
- Reduce their shopping mistakes

As a certified, licensed affiliate of the *Conselle Institute of Image Management*, I've been trained to recognize infinite variety in the art and science of dress. Since each client is different, I don't follow any of the "one-size-fits-all" approaches to fashion or color analysis.

Instead, I teach what works, what doesn't, and why. Everyone can wear virtually any line, color or fabric – it's not only what you wear but how you wear it. Using a comprehensive system of 12 Wardrobe Strategies for all ages, incomes and interest levels, I help clients create wonderful, affordable wardrobes that are appropriate for

# IMAGE SERVICES FOR MEETINGS

with Image Management Specialist Marlys K. Arnold

## Wardrobe Strategies for Individuals

Discover the 12 essential strategies to improve self-communication in this workshop. Develop personal style by learning to recognize the basic elements of design and how to combine colors, fabrics, patterns, and styles. Then, learn to maximize wardrobe investments. (2-4 hours)

## Image Management for Professionals

Take the mystery out of dressing for business with the innovative Style Scale®, a definitive new visual dress code. This workshop can be customized for the following audiences: executive, sales/retail, academic, health care, or creative professionals. (2-4 hours)

## Fashion Show or Informal Modeling

As a trained journalist, author and public speaker, Marlys can partner with retailers to create a Fashion Show for your group. As the emcee, she uses an engaging commentary to point out benefits of the garments and illustrate ways the pieces can enhance a person's existing wardrobe.

## Dress Slim Workshop

Discover how to look pounds thinner as you camouflage and counter in comfort and style – whatever your size. See styles that fit and flatter, even when your weight fluctuates. (1-3 hours)

## Cluster Planning Workshop

Learn how to build a wardrobe by starting with five to eight coordinated pieces, then combine them to create a multitude of outfits. Leave with a strategy for your next wardrobe shopping trip! (1-3 hours)

## Personal Shopping Experiences

Provide attendees with the opportunity to enjoy a personal shopping experience with Marlys. This can be combined with any of the workshops listed above as an afternoon event, or may be a day-long event of its own.

## ImageTips Live!

Host 30- to 60-minute mini-workshops on any of the following topics:

- The Language of Color
- Travel with Style: Building a Basic Travel Wardrobe
- Dressing for Interviews
- Building a Wardrobe of Classics & Basics
- Accessories: The Finishing Touch
- Closet Organization Strategies

- *Tap into the expertise of a professional image management consultant*
- *Solve wardrobe problems for your attendees*
- *Host dynamic presentations featuring a variety of interactive exercises, visual aids, and demonstrations*
- *Provide attendees with quality take-home materials to dramatically increase audience retention*
- *Additional 2- to 5-day Image Retreats available*

Marlys Arnold is a licensed affiliate of the Conselle Institute of Image Management.

Personal Shopping Service available.  
Additional image management information available. Call for details.

Personal Image Services • Wardrobe Management • Corporate Image Services • Trade Show Image Services

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