



## Own Your Career Institute: Fashion Edition Schedule

<p><b>March 11: Introduction and Bragging Rights</b></p>	<p><b>March 12: Purpose Board Party</b></p>	<p><b>March 18 &amp; 19: Your Authentic and Confident Self Challenge #1</b></p>
<p>We will set the stage for a successful program with:</p> <ul style="list-style-type: none"> <li>• an overview of each session in the Fashion Edition series</li> <li>• an introduction to your coaches and advisors</li> <li>• a 'brag session' where you can confidently share your skills!</li> </ul>	<p>You will spend some time creating a visual representation of what you envision for your life. You will define, clarify, and reinforce your aspirations and learn how to stay focused. <b>Your</b> board will tell <b>your</b> story: where you want to travel, the career/position you will own in the fashion industry, your family... it's all about what you want in your lifetime. Your board will <b>serve as a daily motivator</b> to help you achieve your goals and aspirations.</p>	<p>How confident do you feel when starting out in a new position? How do you advocate for yourself with confidence and professionalism?</p> <p>This challenge will help you explore the power of authenticity, self-image and self-advocacy. Be prepared to have some fun, laugh at yourself and discover your strengths!</p>
<p><b>March 25 &amp; 26: Résumé and Portfolio Design</b></p>	<p><b>April 1: Skill Share</b></p>	<p><b>April 2: Stylin' &amp; Proflin' Challenge #2</b></p>
<p>Be prepared to design a marketable resume and/or portfolio to share with potential employers, clients and/or apprenticeships.</p>	<p>Experienced professionals will join us to share their journey, listen to your aspirations, demonstrate their skills and help you fine-tune your plan.</p>	<p>Bring your eye for fashion into the field. This challenge will help you develop the skills to identify brand competitors, present a trend and customer report, and learn to utilize mobile devices as a market research tool.</p>





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<p><b>April 8 &amp; 9: Business Trip to NYC Fashion District</b></p>	<p><b>April 15 &amp; 16: Proposal Writing 101 Challenge #3</b></p>	<p><b>April 22: Graphic &amp; Presentation Design</b></p>
<p>This two day overnight business trip includes a three-hour educational tour designed to give you a behind-the-scenes look at how garments are produced, and an opportunity to meet with accomplished fashion professionals.</p>	<p>Successful proposals are the lifeblood of many businesses. During this session, you will learn how to write persuasive proposals that will help you secure contracts for your business or the company you work for or wish to work for.</p>	<p>Here you learn the importance of visual aesthetics and how to communicate with your audience visually. Your design allows individuals to know who you are and to identify with you or run from you.</p>
<p><b>April 23: Building A Brand People Will Follow</b></p>	<p><b>April 29: Make-up Day</b></p>	<p><b>April 30: Be the Buyer Challenge #4</b></p>
<p>Whether you are a rising fashion entrepreneur or seeking to be an employee at fashion company, your brand is what helps drive business and influence promotions. You will walk away from this session with clarity on how to develop a brand people will love and follow. Develop a customized marketing plan with Creative Director Takara</p>	<p>Take advantage of this time to make-up assignments and prepare for the ceremony.</p>	<p>Ever wonder how your favorite store picks the products you see on their floor? Here's your chance to be the buyer!</p> <p>Buyers are the backbone of a retailer's business because they pick the products that will drive profits. This critical job is so much more than shopping fashion shows, events and showrooms. In this session, you will get the tools and skills necessary to complete a 'mock buy' for your favorite retailer to be critiqued by experts who know the game of buying and selling fashion.</p>





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<p><b>May 6 &amp; May 7: Upcycle Goes Glam Challenge #5</b></p>	<p><b>May 13: Cap Region Business Trip</b></p>	<p><b>May 14: Action Plan Review</b></p>
<p>With the guidance of an award-winning seamstress, you will explore basic design skills and work with various materials to create and “sell” a finished repurposed outfit. This challenge will encourage you to use your creative design and marketing skills.</p>	<p>This business trip will introduce you to local creative companies from co-working spaces to fashion stores.</p>	<p>Let us take the time to measure the degree of your success.</p>
<p><b>May 20: Dining Etiquette and Networking Mixer Challenge #6</b></p>	<p><b>May 21: Rites of Passage Ceremony Challenge #7</b></p>	
<p>This event is designed to support and challenge you to apply the professional skills you have learned in the series. You will network with professionals from various industries. Be prepared to put your best foot forward – you never know who is hiring or looking contract with a newly established business!</p>	<p>It’s time to CELEBRATE! The Rites of Passage Ceremony marks your transition from one level to the next.</p>	

