



CREATE YOUR STYLE National Education Conference



The first CREATE YOUR STYLE National Educational Conference will take place at the Crowne Plaza Hotel in Warwick, Rhode Island on March 22nd & 23rd, 2010.

CREATE YOUR STYLE with CRYSTALLIZED™ - *Swarovski Elements* has developed a new and exciting educational program for our CREATE YOUR STYLE customers and potential partners.

This local “Train-the-Trainer” program – exclusively available for North American customers – will provide a host of benefits you can share with your “Do It Yourself” customers to enhance their experience with your company, while at the same time helping to increase your sales.

Benefits of participation

- In-depth product training of CRYSTALLIZED™ - *Swarovski Elements* by Swarovski-trained professionals.
- In-depth product application training, including hands-on practice, by the Swarovski Application & Training Manager. Techniques to be learned are gluing, sewing, hotfix and mechanical application.
- Product Summary Guide and Application Manual including written information regarding application procedures, techniques, sources, etc.
- Easy-to-implement marketing ideas to help better promote CRYSTALLIZED™ - *Swarovski Elements* in-store, online and at trade shows.
- Merchandising ideas and store display plans.

We invite you to participate in our CREATE YOUR STYLE National Educational Conference offered by our Swarovski North American team – take advantage of this exceptional service brought to you by CRYSTALLIZED™ – *Swarovski Elements*.



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