

CONVERSATION SERIES



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You can never stop learning no matter where you are in your business journey, which is why Life Instyle presents an exclusive opportunity to hear from a stellar line-up of Australia's most innovative experts and brand visionaries, who are on-board to inspire, educate and motivate you to be the best at what you do.

Get an insider's look into the world of retail, styling, design, social media and business, and learn practical tips and tricks to drive your business forward.

Prices include GST

Friday	5 August	9:00am - 6:00pm
Saturday	6 August	9:00am - 6:00pm
Sunday	7 August	9:00am - 5:00pm

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THURSDAY AUGUST 4



**A MATERIAL WORLD - Seeing through the eyes of the maker**

TAMARA MAYNES  
11.00am - 12.30pm  
**Tickets: \$30.00**

Designer/maker, stylist and author, Tamara Maynes, brings together a panel of inspirational designers and makers to reveal how the idiosyncrasies of the creative process can inspire the retail experience. Journey into the maker's mind and see their work through their own eyes in this personal and revealing insight into the relationship between creator and consumer. "Makers have a certain way of looking at the objects around them: a tendency to study them visually, exploring and deconstructing until they make sense, until it's understood how the object was formed and from what, stopping only when a connection is formed to the hand that made it..." Tamara Maynes, The Maker Beyond Decorating: Crafting A Unique Space This seminar will be followed by a book signing by Tamara Maynes from 12noon - 12.30pm

[tamaramaynes.com](http://tamaramaynes.com)



**RETURN TO THE SOURCE - Design Futures Retail Edition**

GENTY MARSHALL - New Black Global Trends & Creative Director, Life Instyle  
2pm - 3pm  
**Tickets: \$30.00**

Discover how designers and consumers are returning to the source to embrace the real story of their products, brands and experiences. In this special retail edition of the Design Futures series, futurist and design strategist, Genty Marshall, reveals how this lifestyle trend is influencing design and retail directions as we struggle to redefine the language of authenticity and promote our true values within a minefield of misdirection. Follow us as we explore the materials, places and ideas inspiring new collections and return to the joy of the tactile existence.

[newblack.com.au](http://newblack.com.au)

FRIDAY AUGUST 5



**BACK TO BASICS - A Magazine Edit**

ANNABELLE KERSLAKE & JANE CAMERON - fete magazine  
Friday 10.00am - 11.30am  
**Tickets: \$30.00**

Jane Cameron and Annabelle Kerslake - the creatives behind fete magazine - share their curating skills and expert eye. Master product displays and merchandising, lifestyle photography for websites and social media and learn how to maximise editorial opportunities for your business. Be enlightened by their simple solutions to create a strong and successful brand identity.

[feteexpress.com.au](http://feteexpress.com.au)



**KEYTRENDS - In Store & Visual Merchandising**

LISA WHITE - WGSN  
Friday 2.00pm - 3.00pm  
**Tickets: \$30.00**

A look into the global landscape uncovering emerging trends in store design and Visual Merchandising highlighting the increasing importance of social media, a look at how brands are creating spaces and displays with photo opportunities encouraging consumer engagement and peer to peer media marketing.

[wgsn.com](http://wgsn.com)



**INSTAGRAM - The art and science**

KYLIE LEWIS - Of Kin  
4pm - 5:30pm  
**Tickets: \$80.00**

Instagram is the number one platform for growing a social audience for design driven, creative brands. If you're wondering how to make the most of Instagram for your business, especially in light of it's recent changes and algorithm tweaks, this session is for you. Part theory, part prac, we look at the art and science of Instagram for retail brands who want to get it right. Note: Bring your phone (and charger if you need), and make sure you have space to download a few apps and take photos.

[ofkin.com](http://ofkin.com)

SATURDAY AUGUST 6



**VISUAL STORYTELLING - With Instagram & Snapchat**

KYLIE LEWIS - Of Kin  
EMMA KATE CODDRINGTON - Emma Kate Co.  
JAYDE LEEDER - Little Paper Lane  
Saturday 10.00am - 11.00am  
**Tickets: \$30.00**



Join Kylie Lewis (@OfKin) as she chats to Emma Kate Coddington (@EmmaKateCo) and Jayde Leeder (@LittlePaperLane) about how they use visual story telling through social media to support and grow their businesses. We'll look at the basis for developing a narrative, creating a consistent visual voice, and the kinds of opportunities that have arisen for their businesses from telling a compelling social media story over time, on every evolving platforms.

[ofkin.com](http://ofkin.com)



**STYLING 101**



ISCD - International School of Colour & Design  
2.00pm - 3.00pm  
**Tickets: \$75.00**

Do you often wonder how interior stylists have that amazing ability to arrange everything in a space effortlessly and successfully? Do you want to learn how to set-up a simple display so that it looks like it is right out of the pages of a magazine? Bring out the expert stylist in you with this essential 90 minute workshop focused on developing your ability to create beautiful styled vignettes and displays.

[iscd.edu.au](http://iscd.edu.au)

SUNDAY AUGUST 7



**GROWING YOUR TRIBE - Social Influencers & collaboration**

KYLIE LEWIS - Of Kin  
JESS RUHFUS - Collabosaurus  
KATE VANDERMEER - The Super Cool  
10.00am - 11.00am  
**Tickets: \$30.00**



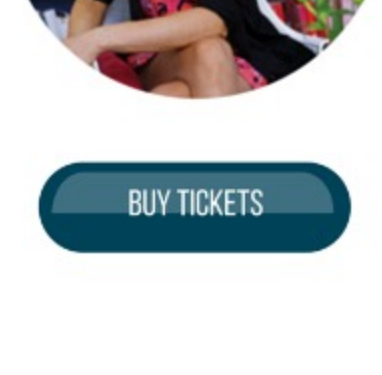
If you've wondered how to work with social influencers to extend your reach, or to bring a collaboration to life for mutual benefit, this session is a must. Jess Ruhfus, founder of Collabosaurus (@collabosaurus), will join one of her collaborator partners Kate Vandermeer from The Supercool (@thesupercool) to go behind the scenes of create unique experiences and products with collaborators and social influencers. Panel discussion hosted by Kylie Lewis, Founder Of Kin.

[ofkin.com](http://ofkin.com)



**SELLER BEWARE - Legal Tips and Trade for Retailers Made Easy**

SHARON GIOVONI - Author of Owning It  
2.00pm - 3.00pm  
**Tickets: \$30.00**



Lawyer, author and lecturer, Sharon Givoni, has always worked very closely with retailers in her line of work - beyond the basics of legal advice, she strives to get up close and personal with the inner workings of her clients' businesses. Through this, Sharon knows exactly what the need-to-knows are for retailers in the Australian marketplace. This workshop will lead you to discovery of the ins and outs of the law for retailers, including the rules under consumer protection laws, regulation around trade promotions and Facebook competitions, branding law, website terms and conditions for online shopping sites and the Personal Property Securities Register and more. Sharon will look at the do's and don'ts to help you ensure that you are in the best legal position possible. Sharon's talks are always engaging with practical tips and tricks, as well as interesting case studies to keep you alert and entertained while you gain some indispensable knowledge.

[sharongivoni.com.au](http://sharongivoni.com.au)