

# Grow Your Community

with Schwarzkopf Professional + Paramount Beauty

Social Media. Love it or hate it, you can't escape it! It doesn't matter how good you are if your digital game isn't on point. But when done right it can turn your salon from best kept secret to overnight sensation.

Don't know a hashtag from a handle? No worries. TikTok trendsetter? Great. Whatever your experience with social media, by the end of this course you'll be trending hard.

Because from now on, you need a digital game that's as sharp as your scissors.



## EXPERIENCE INCLUDES:

Join Lauren Press, Paramount Beauty's in house social media and marketing specialist + Shelby Hepner, Regional Education Manager for Schwarzkopf Professional as they share their tips and tricks for mastering social media, capturing the perfect photo & engaging your target audience!

This will be a hybrid event hosted locally across the East coast by our Schwarzkopf Professional sales partners with Lauren and Shelby presenting virtually. Come learn and network with fellow hairdressers - light breakfast and a free social media focused gift is included in your ticket!

## EVENT INFORMATION:

**DATE:** September 19, 2022

**TIME:** 10:00 am - 12:00 pm EST

**VENUE:** Doubletree by Hilton

**Address:** 2 Somerset Parkway

**City:** Nashua

**State:** NH

**Zip Code:** 03063

## REGISTRATION DETAILS:

Visit [www.paramountbeauty.com/education](http://www.paramountbeauty.com/education) to register for this event in your state!

**CAREER INVESTMENT:**

**\$50**

**LIMITED SPACE**

\$40 Value  
Gift



Together. A passion for hair.®

