

Case Study: Kingsway International Christian Centre Women's Conference

First Impressions was asked to present a **Winning Style** workshop to a group of 1,500 Christian women at a Winning Women Conference, an annual event for women run by the Kingsway International Christian Centre (KICC) in Hackney.

The Winning Style workshop focused on the Christian woman's image, and included advice sessions on personal styling, colour analysis, executive image impact and presentation skills. The focus for the delegates was how women's attitude to their appearance can affect their self-confidence.



The First Impressions Corporate Associate presenting explained to the group that whether working outside the home or not, women have challenging lives and many roles to fulfil. So, an understanding of what suits an individual's unique colouring, shape, proportions and lifestyle will help them to achieve a smart professional look or casual business look for the workplace or a co-ordinated look for home and social occasions, ensuring they feel confident whatever they are doing.

The 21st Century Christian woman wants to look smart, attractive and feminine and dress appropriately for the occasion and women at the conference were shown how this can be achieved, using supporting material including Power Point slides and music to convey the message to the very large audience. Using a variety of presentation tools and a charismatic speaker we were able to deliver an event that appealed to a diverse mix of delegates.

"From my first contact with First Impressions, I was impressed with their professionalism and collaborative approach. We needed someone who could come and speak to at least 1,000 women – primarily from the ethnic minorities – at a Christian women's conference, about Winning Style. Julia Campion was unfazed, and promptly went to work to find us the right person. The consultant she found for us was absolutely perfect for the job, a petite but larger than life lady who captured the hearts and minds of the audience. In an hour, she shared simple but effective points to help inspire women to present themselves stylishly, and see the difference it could make in their lives. We would definitely work with First Impressions again, should the occasion arise."

Charlotte Coker, Head of Media, Marketing and PR, Kingsway International Christian Centre

To find out how **First Impressions** can help you bring out the best from your team, contact Julia Campion on 01908 393961. Alternatively you can fax on 01908 691243 or contact us at info@firstimpressions.uk.com.

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