

CBI University Agenda

Sunday, October 19, 2008	
12:15 pm to 1:45 pm	Welcome and Reception/Refreshments Opening & Welcome – Exciting Time in the Industry! CBI Capabilities, Opportunities of Private Label – Pam Busiek
1:45 pm to 2:00 pm	Commitment to Excellence - Lee Levine
2:00 pm to 2:45 pm	Profit Potential, Merchandising, Sales & Customer Service Enhancements, Dynamic Selling Techniques – Lee Levine
2:45 pm to 3:30 pm	Key Market Trends and Branding 101 – Krista Medlock
3:30 pm to 4:30 pm	Skin Evolution (Emphasis on Conditions/Types/Seasonality): How to utilize CBI Systems to address and up-sell products – Krista Medlock & Valerie Zehler
4:30 pm to 5:00 pm	Out of the Box Product Demonstrations: Creative Facials and Special Skin Condition Treatments – Valerie Zehler
Monday, October 20, 2008	
8:15 am to 8:45 am	Welcome and Reception
8:45 am to 10:00 am	Epidermal Skin Rejuvenation & Demonstrations – Kim Fulton
10:00 am to 10:15 am	Break, Product Ordering Opportunity
10:15 am to 10:30 am	Introduction of Research and Development Team – Bill Basinski
10:30 am to 11:30 pm	Treatments A La Carte (Intensives & Treatments): How to upgrade customer experience with skincare regimens – Short discussion of addressing Aging, Sun and Environment – Krista Medlock and Valerie Zehler
11:30 pm to 12:15 pm 12:15 pm to 1:00 pm	Lunch & Tour of CBI Manufacturing Plant – Group 1 – Lee Levine Discussion on Regulatory – Group 1 – Pam MacDonald Lunch & Tour of CBI Manufacturing Plant – Group 2 – Raeginia Shepherd Discussion on Regulatory – Group 2 – Pam MacDonald
1:00pm pm to 2:15 pm	Creative Body Treatment Protocols
3:15 pm to 3:30 pm	Break
3:30 pm to 4:30 pm	New Look at Wellness of Skin: Offering retail customers above and beyond knowledge and enhancements for complete wellness – Krista Medlock & Valerie Zehler
4:30pm to 5:00 pm	The Opportunity - Lee Levine Certificate of Completion, Gift Bags & Wrap Up