

Specialized Training for Today's Global Workplace

Share Your Flair - Become an Image Consultant

**Image Factor Academy**

The Image Factor Academy of Dubai is the first academy of its kind in the UAE. It was established to provide professional men and women the opportunity to develop the skills necessary to harness their passion for style, combine it with business acumen and become qualified image consultants.

**Is Being an Image Consultant Right for You?**

- Are you creative, self-motivated and determined?
- Are you a good communicator with excellent people skills?
- Do you have a natural style and flair you'd like to share?
- Do you want to start your own business?
- Have you thought of improving and developing your current career?
- Do you want flexibility and freedom but haven't found the right fit for you?
- Do you love watching the Style TV programs?

If you answered yes, you may have a highly rewarding flair for the world of Image Consulting.

**Our Academy - The Key to Your Future?**

How many people have a career that gives them endless satisfaction and the ability to make a difference in people's lives? If this appeals to you then our academy is for you.

**We offer:**

- Training in all aspects of image consultancy.
- A enjoyable learning experience that can fit with your own personal work style
- Take away skills that can be applied in retail sales, mentoring and consulting, train the trainer or any career or life situation where you are inspiring other people to put their strengths forward.
- High ratio of trainer to students (keeping our class numbers low)
- Professional Image Trainers with qualifications and experience covering media, fashion, hospitality and leadership development training

Join our Academy for a journey towards a truly exciting profession!  
**What are the steps to becoming an image consultant?**  
 There are four modules that need to be taken in order to qualify as an independent personal image consultant including:

1. Foundation module
2. Conducting Colour Analysis
3. Styling for Men and Women
4. Basic Make-up application

Home study is additional days followed by a class review with a completion certificate

- Corporate Master Class Module (selected participants only)

Once you take the four modules with Image Factor Academy you will receive a certificate of completion. For detailed information on the course please contact the Image Factor Academy at [team@imagefactoruae.com](mailto:team@imagefactoruae.com) or telephone us on +971 (4) 361 8129.

**How is the training delivered?**

- It is a highly professional intensive programme covering all aspects of image consultancy, followed by further home case study and a final two days back in class.
- Located in a UAE base with comfortable, easily accessible premises.
- Training takes place in an optimum learning environment with smaller class sizes.
- Trainers are recognised, highly successful image consultants in their own right.
- Exams can be taken if required, at a later date, and after work experience, to qualify for the Federation of Image Consultants/City and Guilds Joint Award in Image Consultancy – the programme covers all required element.

**Learn from Image Factor – the Total Image Service Company**

Image Factor, with offices in London and Dubai, provides total image services, from image and impact coaching for executives to styling parties for teenagers.

You would be training with qualified consultants who are experts in the fields of Executive & Personal Image Development, with a focus on providing leading edge image services.

If you would like to learn how to sharpen, polish and revamp a person's personal image, while helping them enhance their confidence or simply want to run your own style business in a matter of weeks, then this is a wonderful opportunity for you.

As an image consultant you can help people create a more confident and positive impression, that helps them in their everyday lives.

**Marissa Woods**  
 Owner of Image Factor

With more than 15 years experience in global brand and marketing strategies, face to face communications and international events management, Marissa has first hand experience in the brand image management industry. Her personal approach and extensive knowledge are skills that have helped develop an impressive client base.

Born in Scotland and raised in Dubai, Marissa has combined her diverse cultural experiences with her drive and passion for communication. Founding specialist corporate and people brand training businesses: Brand & People and Image Factor. With a client list including Fortune, FTSE 100 companies and assisting private customers looking for image and makeover advice, building and sharing knowledge is the key to Marissa's ongoing success.

Graduating by 18 years old with a BA in Hospitality Management specializing in Business Studies, along with Distinction in Arabic Cultural Studies from Cambridge University, Marissa continuously seeks to shape her understanding of communication styles, becoming a UK Certified Image Consultant, Trainer and Professional Speaker.

**A taste of what our customers say about our services:**

"I am now able to use these skills to have a better command over an audience as well as shape up when meeting people for the first time!"  
 GE Corporate employee

Due to the global nature of our project it was very important to have an understanding of our people and culture. Marissa felt comfortable with all the people met during the road show, easily adopting to their way of thinking and helped them by taking their ideas further!  
 Nokia Global

"My personal brand is now so strong that I am influencing and taking part much more in meetings, it has raised my profile with my key clients – securing a more trusting bond"  
 Carlson Marketing Group UK Senior Director

"I thoroughly enjoyed my colour analysis and found that the make-up advice was extremely beneficial. I did spend a small fortune updating and purchasing new items of make up, but in so doing, my confidence increased and with a number of small purchases for clothes & hair cut, I feel like I've found myself again. Thank you so much - your session was most enjoyable and informative".  
 Suzanne, Jebel Ali

"I felt like I was bouncing off the pavement when I left - haven't felt this good about myself in ages".  
 Mrs. C. Jumeirah

"I wanted to wait a while before I replied to see if what I learned would really take effect; and yes it has! I'm very pleased with my purchases and I'm a much more effective shopper now. People have really noticed the change in my appearance and you might be getting a few referrals!"  
 Rita, Dubai Marina

**10 Reasons to Attend the Image Factor Academy:**

1. Image Factor Academy is the only image consultant academy in the United Arab Emirates
2. Courses have been professionally designed by expert image consultants to ensure success in your training
3. Office space, classrooms and studios were developed specifically for image training
4. Trainers and staff are well-educated, friendly and welcoming
5. Image Factor is registered with The Federation of Image Consultants (TIFC)
6. Coursework and ongoing mentoring prepares you to sit for the joint TIFC and City & Guilds award in Image Consultancy
7. All trainers are UK qualified and experienced image consultants
8. Support, mentoring, and business set-up advice continues after training is complete
9. Learning takes place in a fun and interactive environment
10. Training will prepare you for enhanced career opportunities or for a whole new career

Discover how you could be running your own Image Consultancy business within a few weeks, working the hours that really suit you and your lifestyle and with added value that will have you earning your own income and growing your business in no time!

For more information or to register for courses please email us at [team@imagefactoruae.com](mailto:team@imagefactoruae.com) or call us at +971 (4) 361 8129

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