

dg expo SEMINAR SCHEDULE

Chicago

Wednesday, December 6th, 2017

Seminar 1 9:00AM – 10:00AM Wednesday/ Jane Hamill, Fashion Brain Academy
The 10 Minute Per Day Instagram Strategy That Results in Sales!

You want people to know about your product and Instagram is a terrific tool for exposure. The problem is that most entrepreneurs are using it all wrong. You can't just post pictures of your products and expect sales. In this seminar, you will discover the simple strategy to make Instagram turn into actual sales WITHOUT spending all day on social media, feeling sales-y, or desperate. If you want to sell more with less hassle, this is for you. Free

Seminar 2 11:00AM – 12:00PM Wednesday/ Sarah Mosley, About Sources
Textiles 101; What You Need to Know

If you don't have a textile background this class will give you the basics you need to know before you shop for fabric! Sarah talks about the different kinds of knits and wovens, and non-wovens, as well as the various types of fibers that compose fabrics. Seminar Fee \$18

Seminar 3 2:00PM – 3:00PM Wednesday / Jennifer Olivo, Jennifer Loel Designs
Technical Expertise for Manufacturing Success

This seminar will cover everything from swimwear, activewear, childrenswear, sportswear, and menswear. Jennifer will share her tips of success as an industry professional, pattern maker, and manufacturer. Several aspects will be covered including: pattern design (how to save money), common issues (and ways to problem solve), technical packs, samples, grading/sizing (specific to types of garments), cutting, and manufacturing. Jennifer will discuss how to streamline the process, and the necessary steps in chronological order. She will also be reviewing specific grade rules & the machines that are specific to the type of garments/fabric. At the end of the presentation Jennifer will be answering any questions you may have and will have samples available for you to look at. Seminar Fee \$18

Seminar 4 4:00PM – 5:00PM Wednesday/ Anna Livermore & Ryan Foss
Working with Local Sewing Factories

In this seminar you will learn the need to know questions and answers if you plan on raising funds. Let Anna and Ryan run you through what you need to know before you pitch investors. If you're serious about scaling your business you're going to need money to grow. By taking these steps you'll be prepared to speak about your business in a professional way that will attract investors. Seminar Fee \$18

Thursday, December 7th, 2017

Seminar 00 9:15AM – 10:15AM Thursday / Abbie Ellis, Stitch Method
Made in the USA

In this 30 minute session you will get pro tips for domestic production and labeling. Free

Seminar 5 12:00PM – 1:00PM Thursday / Moderated by: Anna Livermore, V. Mora:
Panelists: Kristopher Robin, Stitch Texas, Jennifer Olivo, Jennifer Loel Designs, Mindy Martell, Clothier Design Source

Product Development Insights (Panel Discussion)

Gain insights from industry experts on the product development process when creating a new line. Learn how to avoid costly mistakes. Seminar Fee \$18

Seminar 6 2:00PM – 3:00PM Thursday / Xochil Herrera Scheer & Jess Crane

How to Create a Tech Pack for Successful Production

Designers use a tech pack to get a sample or product made with minimal errors. A tech pack gives your contractors an instructional guide for your product, and serves as a "visual contract" during production. This seminar will discuss the elements that go into creating a good tech pack, including information needed for working with domestic or international production. Seminar Fee \$18

Seminar 7 was rescheduled as is now Seminar 00 at 9:15AM see above!