

# dg expo SEMINAR SCHEDULE

San Francisco

**Monday, November 26, 2018**

***NOTE: seminars only on Monday – 2 day show – Tues/Wed***

**Seminar 1** 1:30 PM – 2:30 PM Monday / Anna Livermore, V.Mora

### **Top 10 Common Mistakes Designers Make**

Mistakes are common with new designers. In this seminar, Anna provides solutions to avoid them and see them before they hit, saving valuable time and money.

Seminar Fee \$15.

**Seminar 2** 2:30 PM – 3:30 PM Monday / Fashion Law Studio

### **Setting Up Your Fashion Shoot**

High style product pictures and videos are critical for posting on Instagram and driving eCommerce sales. Fashion Designers must carefully select models, the photographer, and setting AND get the legal rights to market their products. Join the Fashion Law Studio's conversation with Bay Area designers about setting up a fashion shoot, avoiding legal pitfalls, and creating a promotional plan that gets you noticed!

Seminar Fee \$15

**Seminar 3** 4:00 PM – 5:00 PM Monday / Kristopher Robin, Stitch Texas

### **Tech Pack: What Goes Into one & When Do You Need One?**

This presentation will discuss what a typical tech pack contains, how to gather the appropriate information, when to assemble this tech pack, and who is the best person/company to make your tech pack based on your project. We will also cover who needs this information and when, and how different projects may require different types of tech packs. Seminar Fee \$15

**Seminar 4** 5:00PM – 8:00PM Saturday / Frances Harder

### **Starting Your Fashion Business Bootcamp**

Topics covered during this 3 hour workshop will include information on how to turn your creative ideas into a viable fashion business, what licenses you will need, to include the legal steps you need to take to protect your brand, selecting the right business model for your financial situation, the most cost effective way to get your samples made, what you need to know before talking to manufacturers, costing your product correctly to ensure healthy margins for growth, How to create cash flow to determine cash flow and establish a budget to cover production and operations, tips and questions to ask when interviewing showrooms and sales reps, how to position your product to get sales reps and showrooms interested to rep your line and sell through strategies which will cover appealing to buyers & preliminary outreach to keep the orders coming in. This seminar

will cover the ins and outs of the California Garment Registration and License process.  
Workshop Fee \$65

## **Tuesday, November 27th, 2018**

**Seminar 5** 9:00AM – 10:00 AM Tuesday / Mindy Martell, Clothier Design Source  
**Fabric Sourcing 101**

Learn the ins and the outs of fabric sourcing. We will go over five important questions to ask, and how to reach out and work with vendors. At the end of this session, you will have an understanding of what goes into sourcing fabric and what you need to do to get the fabric you want. Seminar Fee \$15

**Seminar 7** 3:00 PM – 4:00PM Tuesday / Jane Hamill, Fashion Brain Academy  
**The Exact Blueprint to Build a Loyal Following for Your Brand in the Next 6 Months**

What if you had people who were excited and ready to make a purchase as soon as your inventory arrived? That's what this workshop is for. You'll learn how to get sales from the first moment you launch a new product, how to create a content marketing strategy even if your product isn't ready to sell yet, how to attract the "right" people – those who like what you have and can afford to pay for it, and three ways to know if your product will sell. Seminar Fee \$15.

**Seminar 8** 6:00 PM -7:00 PM Tuesday / Anna Livermore, V.Mora  
**Optimizing Social Media**

In this session you will learn tips and steps to optimize your social media marketing plan. Anna will cover working with influencers and how to grow you maintain a loyal following. Seminar Fee \$15

## **Wednesday, November 28th, 2018**

**Seminar 9** 8:00AM – 9:00AM Wednesday / Jane Hamill, Fashion Brain Academy  
**How to Create a Content Marketing Plan for a New Product Launch**

Content marketing is an effective, low-cost way to get traffic to your site or blog. If you're launching your first product or your 90th product, the key is to gather customers together before you ask them for the sale. This Seminar will help you build an audience before you ask for money. Seminar Fee \$15

**Seminar 11** 12:30PM – 1:30PM Monday / Lana Hogue, Head of Manufacturing at Kitsbow

**Local vs Offshore Manufacturing**

Explore your production options locally and off shore. Prepare yourself to be competitive

in pricing, quality and on time delivery. This interactive seminar will provide an overview for domestic and imports including sourcing – labor & materials, requesting price quotes, minimums, scheduling /lead time, factory visits, social & environmental Issues, shipping & customs, and payment terms. Seminar Fee \$15