

dg expo / Seminar Schedule

2 day show, 3 day seminar program – starts 1 day before show

TUESDAY January 17

2:00 - 4:00PM Tuesday / Seminar 01 – Launching Your Fashion Line / A Livermore, K Bond

Foundations of your fashion line are essential to a successful business. Before you jump in, get in the know! This workshop covers everything from legal set up to timeline and budgeting. Get a crash course in everything you need to know to set the ground work to have a successful clothing line. Leave feeling empowered and knowledgeable on the process and what you can do to crack the fashion biz!

4:30 - 5:30PM Tuesday / Seminar 02 – Sourcing Basics / Anna Livermore

Before you walk the show floor, learn Sourcing Basics, questions to ask when you are sourcing fabrics and factories.

6:00 - 7:00PM Tuesday / Seminar 03 – Your Legal Launch / Katharyn Bond

Taking the right legal steps to launch a fashion business is critical to protecting the brand. But where do you start? Should you hire an attorney? Getting started is easier than you think. Join our seminar with the Fashion Law Studio's Katharyn Bond and learn your 3 most important fashion law need and how to prepare to work with an attorney.

Wednesday January 18

9:00 - 10:00AM Wednesday / Seminar 04 – How to Nail the Sale to Large On-line Retailers / Anna Livermore

Learn the needed steps to nail the sale, whether you are planning on wholesale or retail selling these steps will help you maneuver your way through to a successful business. Selling is one of the most challenging tasks a designer may have. In this seminar, Anna goes into detail about how to build an audience and communicate with buyers to create the needed sales to survive!

11:30 - 12:30PM Wednesday / Seminar 05 – Costing & Pricing Your Line / Jane Hamill

In this Seminar, you'll learn what goes in your cost sheet and what to leave out, how to eliminate the guesswork in pricing your product and feel confident about your process, typical margins for wholesale and online selling, and the simple "backwards" strategy to make sure your product is profitable. I'll also give you my exact pricing "formula" for success.

1:30 - 2:30PM Wednesday / Seminar 06 – Protecting Your Brand's Trademark / Katharyn Bond

Trademark registration is an important first step in building a brand's cachet. Yet, many fashion designers never register their brand names, mistakenly thinking use alone protects them. Mistakes like these can be super expensive to fix – you might even lose your brand name. Join the Fashion Law Studio's Katharyn Bond who will debunk trademark myths so you can understand how to protect your brand name properly.

3:00 - 4:00PM Wednesday / Seminar 07 – Selling to Retail Stores: The "Script" to Use with a Buyer / J Hamill

This Seminar is for those who are already selling online and want to get repeat sales from their current customers. The first sale is always the hardest and you'll learn what's working NOW to keep customers happy, engaged, and coming back regularly. We'll cover the amazing power of selling via email – even if you're worried about "bothering" people. You'll also learn the 3 main ways to reduce the number of abandoned carts.

6:30 - 7:30PM Wednesday / Seminar 08 – DOs & DON'Ts of Social Media / Katharyn Bond

Social media is a great way to gain exposure for your fashion business. Instagram, Facebook, Twitter and Pinterest can be very useful tools to help you build your brand and increase your sales. But do you know the legal etiquette for posting? Fashion Law Studio's Nima Katz and Katharyn Bond will discuss best practices for: using celebrity photos, using other people's trademarks in your post, protecting your own trademark online, hashtagging.

THURSDAY January 19

8:30 - 9:30AM Thursday / Seminar 09 – Turn Your E-Commerce Customers into Repeat Buyers / J Hamill

This Seminar is for those who are already selling online and want to get repeat sales from their current customers. The first sale is always the hardest and you'll learn what's working NOW to keep customers happy, engaged, and coming back regularly. We'll cover the amazing power of selling via email – even if you're worried about “bothering” people. We'll also cover the 3 main ways to reduce the number of abandoned carts.

11:00 - 12Noon Thursday / Seminar 10 – Production Tips: Getting Your Designs Manufactured / A Livermore

Manufacturers can be difficult to work with, not returning calls or dropping projects mid-production. Through years of experience, Anna has compiled a list of insider tips and tricks to successfully work with a manufacturer.

1:00 - 2:00PM Thursday / Seminar 11 – Costing & Pricing Your Product / Jane Hamill

In this Seminar, you'll learn what goes in your cost sheet and what to leave out, how to eliminate the guesswork in pricing your product and feel confident about your process, typical margins for wholesale and online selling, and the simple “backwards” strategy to make sure your product is profitable. I'll also give you my exact pricing “formula” for success.

3:00 – 4:00PM Thursday / Seminar 12 – Protecting Your Brand's Trademark / K Bond

Trademark registration is an important first step in building a brand's cachet. Yet, many fashion designers never register their brand names, mistakenly thinking use alone protects them. Mistakes like these can be super expensive to fix – you might even lose your brand name. Join the Fashion Law Studio's Katharyn Bond who will debunk trademark myths so you can understand how to protect your brand name properly.

6:10 - 7:15PM Thursday / Seminar 13 – How to Get the Attention of Investors / Trish Concannon

This seminar will explain the new pitch techniques that are expected when looking for funding. What information is in a business plans and how to prepare an investment deck.