

BOOTCAMP DRESS BRIEF

The Speakers Institute Premiere Bootcamp is a weekend for you to get a real taste of the speaking world and the possibilities that lay before you. From developing your message to delivering your message, it is important to realise that there are many elements in between in which will communicate you as a speaker with a solid platform, impeccable packaging and a position within global industries to make a difference.

A very important element that lies within the ‘packaging’ aspect of your profile is your **style**. In other words ‘dressing the part’.

On Saturday afternoon and Sunday morning, you will deliver your 6 minute message to an audience and it is important to compliment your message with your style in order to communicate with impact. We ask that you consider what your style is and what clothing and accessories compliment your message in order to develop an outfit and look that shows your ‘best self’.

During Bootcamp, we will also be capturing this ‘look’ with a professional photographer. So ladies, bring your make up and gentlemen, ensure you are well groomed. Based on this look you can seek feedback from our coaches, stylist, photographer and even other participants in order to dress your ‘even better self’ on Sunday if need be.

Some things to consider when determining your brand and style;

Ask yourself;

1. **What are the things that people regularly compliment you on?** (e.g. long hair, eye colour, particular accessories, “you look amazing in the colour blue”, etc.)
2. **Who do you admire and why? How could you communicate similar attributes through what you wear?**
3. **Who are your style icons? What do they repeatedly wear that is their style signature?** (e.g. Naomi Simson from Red Balloon will ALWAYS wear red)
4. **Who is your future self? How can this be complimented through what you wear?** (e.g. I am <name>, CEO and Founder of <company>, known for <_____> and is recognised by <style>.)

Remember, your style can develop over time so be sure to continually ask yourselves these questions until you feel you perfected your signature look!

Sam and the TEAM are very much looking forward to seeing you dressed as your best self, ready to spread your powerful and much needed message.