

MEN & WOMEN OF CHARACTER

WE PUT OUR  IN EVERYTHING WE DO



SERENITY & SLAY

HEALTH & BEAUTY BASH

Where Beauty Blooms, Wellness Shines, and Everyone Belongs

WORKSHOP PRESENTER PACKET



Prepared By:

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Presented By:

Men & Women of Character Organization





INTRODUCTION

Serenity & Slay Health and Beauty Expo is presented by Men & Women of Character, Org., a 501(c)(3) grassroots nonprofit organization based in the Metropolitan Trenton, NJ area. We are committed to celebrating holistic wellness — including mental, emotional, beauty, and cultural well-being — with a powerful emphasis on uplifting our community. Inspired by the need for self-care, mental health awareness, and wellness in our community, our inaugural event invites businesses, organizations, and community stakeholders to become sponsors or contributors toward creating a transformative and accessible experience.

“This event funds programs and services for youth, seniors, and their families in the Metropolitan Trenton, NJ area.”

VISION & MISSION

VISION

TO CREATE A COMMUNITY-FOCUSED EVENT THAT HONORS BEAUTY, HEALTH, AND WELLNESS THROUGH CULTURALLY AFFIRMING EXPERIENCES AND CELEBRATES BLACK EXCELLENCE IN EVERY FORM.

MISSION

- Amplifying Black-owned beauty and wellness businesses.
- Creating safe spaces for mental, emotional, and physical healing.
- Connecting the community with transformative health and beauty education.
- Empowering youth and seniors through inclusive programming.
- Promoting self-love, style, and personal care across generations.
- Fostering collaboration and support among community leaders.
- Encouraging holistic and culturally rooted approaches to health and beauty.





BENEFITS OF BEING A WORKSHOP PRESENTER:

WELCOME TO OUR PRESENTER COMMUNITY!

THANK YOU FOR YOUR INTEREST IN PRESENTING AT THE SERENITY & SLAY HEALTH AND BEAUTY EXPO! WE'RE SEEKING DYNAMIC, KNOWLEDGEABLE PRESENTERS WHO CAN INSPIRE AND EDUCATE OUR ATTENDEES THROUGH ENGAGING WORKSHOPS.

PROFESSIONAL RECOGNITION & CREDIBILITY

- **ESTABLISH YOURSELF AS AN EXPERT IN YOUR FIELD**
- **BUILD YOUR PROFESSIONAL REPUTATION WITHIN THE HEALTH AND BEAUTY INDUSTRY**
- **GAIN RECOGNITION AS A THOUGHT LEADER AND EDUCATOR**
- **ENHANCE YOUR CREDENTIALS AND PORTFOLIO WITH SPEAKING EXPERIENCE**

BUSINESS & MARKETING OPPORTUNITIES

- **DIRECT ACCESS TO ENGAGED, TARGETED AUDIENCE OF POTENTIAL CLIENTS**
- **OPPORTUNITY TO SHOWCASE YOUR EXPERTISE AND SERVICES**
- **LEAD GENERATION THROUGH WORKSHOP ATTENDEE INTERACTIONS**
- **PERMISSION TO COLLECT CONTACT INFORMATION FROM INTERESTED PARTICIPANTS**
- **COMPLIMENTARY BOOTH SPACE IN VENDOR AREA (IF APPLICABLE)**
- **PROFESSIONAL PHOTOGRAPHY OF YOUR WORKSHOP FOR MARKETING USE**

NETWORKING & INDUSTRY CONNECTIONS

- **CONNECT WITH OTHER INDUSTRY PROFESSIONALS AND EXPERTS**
- **MEET POTENTIAL BUSINESS PARTNERS AND COLLABORATORS**
- **ACCESS TO EXCLUSIVE PRESENTER NETWORKING EVENTS**
- **OPPORTUNITY TO BUILD RELATIONSHIPS WITH EXPO ORGANIZERS**
- **CONNECT WITH MEDIA REPRESENTATIVES AND INFLUENCERS**

MARKETING & PROMOTIONAL BENEFITS

- **FEATURED LISTING IN OFFICIAL EVENT PROGRAM AND MOBILE APP**
- **SOCIAL MEDIA PROMOTION ACROSS ALL EXPO PLATFORMS**
- **INCLUSION IN PRE-EVENT MARKETING MATERIALS AND PRESS RELEASES**
- **PROFESSIONAL BIO AND HEADSHOT FEATURED ON EVENT WEBSITE**
- **EMAIL PROMOTION TO OUR SUBSCRIBER LIST**
- **OPPORTUNITY FOR MEDIA INTERVIEWS AND PRESS COVERAGE**





BENEFITS CONTINUED

PERSONAL & PROFESSIONAL DEVELOPMENT

- **ENHANCE YOUR PUBLIC SPEAKING AND PRESENTATION SKILLS**
- **GAIN EXPERIENCE PRESENTING TO DIVERSE AUDIENCES**
- **RECEIVE FEEDBACK AND TESTIMONIALS FROM ATTENDEES**
- **BUILD CONFIDENCE IN SHARING YOUR EXPERTISE**
- **DEVELOP NEW WORKSHOP CONTENT AND TEACHING MATERIALS**

COMPENSATION & PERKS

- **COMPLIMENTARY EXPO ADMISSION (2-DAY PASS VALUE: \$150)**
- **COMPLIMENTARY PARKING DURING EVENT DAYS**
- **PRESENTER WELCOME GIFT BAG WITH SPONSOR PRODUCTS**
- **LIGHT REFRESHMENTS AND BEVERAGES DURING PRESENTER CHECK-IN**
- **CERTIFICATE OF APPRECIATION FOR PROFESSIONAL PORTFOLIO**
- **OPPORTUNITY TO SELL RELEVANT PRODUCTS/SERVICES TO ATTENDEES**



LONG-TERM CAREER BENEFITS

- **VIDEO RECORDING OF WORKSHOP FOR FUTURE MARKETING USE**
- **PROFESSIONAL TESTIMONIALS AND REFERENCES**
- **POTENTIAL FOR REPEAT SPEAKING OPPORTUNITIES**
- **INCREASED VISIBILITY IN HEALTH AND BEAUTY COMMUNITY**
- **ENHANCED ONLINE PRESENCE THROUGH EVENT PROMOTION**



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Health and Beauty Expo



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WORKSHOP GUIDE:

Skincare & Beauty

- Anti-aging skincare routines and ingredient education
- Natural and organic beauty product creation
- Makeup artistry techniques and color theory
- Acne treatment and prevention strategies
- Sun protection and skin health
- DIY face masks and treatments
- Skincare for different skin types and concerns

Wellness & Mental Health

- Stress management and relaxation techniques
- Meditation and mindfulness practices
- Self-care rituals and daily wellness routines
- Body positivity and confidence building
- Work-life balance strategies
- Sleep hygiene and restorative practices
- Breathwork and anxiety management

Fitness & Movement

- Yoga for beginners and advanced practitioners
- High-intensity interval training (HIIT)
- Dance fitness and movement therapy
- Strength training for women
- Flexibility and mobility workshops
- Prenatal and postnatal fitness
- Senior fitness and adaptive movement

Nutrition & Healthy Living

- Meal prep and healthy cooking demonstrations
- Superfoods and nutritional supplementation
- Plant-based nutrition and lifestyle
- Gut health and digestive wellness
- Hydration and detox strategies
- Healthy snacking and portion control
- Nutrition for specific health conditions

Hair Care & Styling

- Natural hair care and protective styling
- Hair health and scalp treatments
- Styling techniques for different hair types
- Chemical-free hair treatments
- Hair color theory and application
- Braiding and updo workshops
- Hair loss prevention and restoration

Holistic Health & Alternative Therapies

- Aromatherapy and essential oils
- Crystal healing and energy work
- Massage therapy techniques
- Reflexology and pressure point therapy
- Herbal medicine and natural remedies
- Chakra balancing and energy healing
- Traditional healing practices

WORKSHOP PRESENTATION REQUIREMENTS

Format Guidelines

- Workshop duration: 45-60 minutes
- Maximum capacity: 30 attendees per session
- Interactive and hands-on elements preferred
- Professional presentation materials required
- Attendee take-aways or handouts encouraged

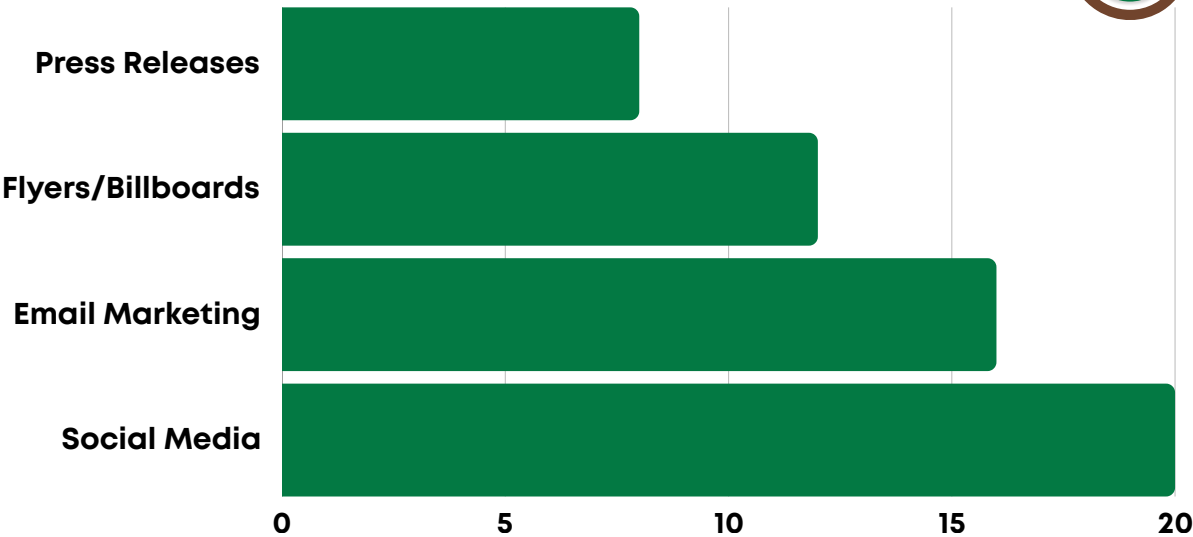
Technical Requirements

- Presenter must provide own equipment and supplies
- Basic AV setup available (microphone, projector, screen)
- Power outlets and tables provided
- Presenter responsible for setup and cleanup

Presenter Qualifications

- Relevant certifications, licenses, or professional experience
- Public speaking experience preferred
- Professional liability insurance recommended

EVENT PROMOTION PLAN



TENTATIVE EVENT SCHEDULE

11:00 AM – Doors Open
Attendee Check-In & Registration
Vendor Marketplace Opens
Serenity Lounge Access

12:00 PM – First Workshops Begin
Simultaneous Workshops Begin in Breakout Rooms
Battle of the Brushes – Round 1 (Makeup Brushes)
First hourly Giveaway Drawing

1:00 PM – Second Workshops Begin
Workshops continue
Battle of the Brushes – Round 2 (Hairbrushes)
Second Giveaway Drawing

2:00 PM – Main Panel Session (Ballroom)
Tentative Topic: Empowerment in Health, Wellness & Beauty
Featuring panel experts
Battle of the Brushes – Round 3 (Nail Brushes)
Third Giveaway Drawing

3:00 PM – Workshops Resume
45-minute workshops resume in all breakout rooms
Fourth Giveaway Drawing

4:00 PM – Wellness Activation Hour
Guided Meditation or Stretch Break (Serenity Room)
Men's Lounge: Barbershop Conversation Workshop Giveaway
Vendor Spotlights & Product Demonstrations
Fifth Giveaway Drawing

5:00 PM – Final Workshop Block
Last Round of Breakout Sessions
Makeup & Skincare Demo
Self-Care & Mental Health Talks
Battle of the Brushes – Winner Announcements
Sixth Giveaway Drawing

6:00 PM – Wrap-Up Hour
Networking + Photo Ops
Closing Remarks in Ballroom
Honoree Recognition & Final Raffle
Seventh Giveaway Drawing

7:00 PM – Event Ends
Vendor Breakdown
Swag Bag Pick-Up for Last Entries
Thank You Announcements



ONSIGHT HEALTH SCREENINGS

We invite hospitals, clinics, health professionals, and wellness companies to join us at the Serenity & Slay Health and Beauty Bash — a one-day celebration of beauty, health, and wellness, hosted by Men & Women of Character, Org., a 501(c)(3) nonprofit organization.

*This year's event will take place at the Sheraton Bucks County Hotel on Saturday, November 29, 2025. As part of our commitment to holistic well-being, we are offering a special opportunity for up to ****five**** providers to offer ****free onsite health screenings**** in designated rooms or specialty areas throughout the venue.*

Screenings must be services that can be performed safely and discreetly in a public setting, and may include general wellness checkups, chiropractic evaluations, mental health screenings, chair massages, or nutritional counseling. Providers should be able to offer multiple services to attendees.

This is a unique opportunity to promote community health, provide essential wellness resources, and build meaningful connections with a diverse and engaged audience of over 500 attendees. All participating providers will be highlighted on our website, in printed programs, and via social media shoutouts.

Why Participate?

- *Provide impactful health services to underserved or curious community members*
 - *Build trust and connect with potential new clients or patients*
 - *Receive free event exposure (print, signage, digital)*
- *Help support grassroots community wellness and empowerment*

Suggested Onsite Screenings Include:

- *Blood pressure, glucose, and cholesterol checks*
- *Mental health screenings (depression/anxiety evaluations)*
- *Cancer awareness checks (breast exams, skin screenings)*
 - *Nutritional and lifestyle consultations*
 - *Chronic condition education and support*
 - *Chiropractic posture or alignment evaluations*
 - *Chair massage therapy for tension and wellness*
- *Any service that can be performed safely and respectfully in a semi-public setting*

If interested, request a form at: serenityandslay@mworg.org. Space is limited and available on a first-confirmed



SAMPLE SPECIAL EVENT:

BATTLE OF THE BRUSHES

MAKEUP, HAIR & NAILS SHOWDOWN

Unleash Your Creativity!

Join us for the ultimate beauty competition where emerging artists in makeup, hair, and nails go head-to-head. Witness live transformations, innovative techniques, and dazzling designs.

Competition Categories:

- Makeup Artistry: From natural elegance to avant-garde.
- Hair Styling: Classic cuts to creative updos.
- Nail Design: Intricate art to bold statements.

Prizes & Recognition:

- Trophies and certificates for winners in each category.
- Feature in our event program and social media highlights.
- Exclusive interviews and photo opportunities.

Entry Details:

- Entry Fee: \$25 per category.
- Registration Deadline: October 2, 2025.
- Register at: www.mwcorg.org

Audience Admission:

- Included with Serenity & Slay Expo ticket.
- Enjoy the competition, explore vendor booths, and attend wellness workshops.

Contact Us:

Email: serenityandslay@mwcorg.org

Phone: 609-557-7833



Be part of the beauty revolution. Showcase your skills, inspire others, and celebrate the art of transformation!





READING AS WELLNESS VENDOR

At Serenity & Slay, we recognize that wellness encompasses more than just physical health—it includes mental, emotional, and spiritual well-being. Reading serves as a powerful tool for self-care, offering solace, inspiration, and a means to navigate life's challenges.

Whether it's immersing oneself in a compelling novel, finding guidance in a self-help book, or exploring new perspectives through memoirs and poetry, reading can reduce stress, enhance empathy, and foster personal growth.

By integrating authors into our expo, we aim to celebrate the profound impact of literature on health and wellness, and to provide attendees with resources that support their journey toward holistic well-being.

Call for Authors: Share Your Voice at Serenity & Slay

We invite authors from all genres—fiction, non-fiction, poetry, children's literature, self-help, and more—to participate in the Serenity & Slay Health and Beauty Expo. This is an opportunity to connect with a diverse audience eager to explore the intersection of literature and wellness.

Opportunities for Authors:

- Author Pavilion: Showcase and sell your books, engage with readers, and network with fellow authors.
- Workshops & Panels: Lead discussions or workshops on topics such as the healing power of storytelling, journaling for mental health, or the role of literature in personal development.
- Book Signings: Offer personalized signings to connect directly with your audience.
- Swag Bag Inclusion: Include your promotional materials in our event swag bags for extended reach.

How to Apply:

To express your interest in participating, please visit our website at www.mwcorg.org or contact us via email at serenityandslay@mwcorg.org. Applications are open until September 15, 2025 and requires the standard vendor fee.

Join us in celebrating the transformative power of literature and its role in promoting health and wellness.



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**THANK
YOU**
for your interest

