

# MEN & WOMEN OF CHARACTER

WE PUT OUR  IN EVERYTHING WE DO



# SERENITY & SLAY

## HEALTH & BEAUTY BASH

Where Beauty Blooms, Wellness Shines, and Everyone Belongs

## KEYNOTE & FEATURED SPEAKER 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.





## **MAKE A MEANINGFUL IMPACT AS A KEYNOTE OR FEATURED SPEAKER WITH OUR GROWING COMMUNITY**

As a keynote or featured speaker at Serenity & Slay Health and Beauty Expo, you'll join a passionate grassroots organization dedicated to serving our community through year-round programming that feeds thousands annually, provides holiday support, and offers vital services to youth and seniors.

While we're a growing organization with a heart for service rather than a large corporate budget, we're committed to honoring our speakers with comfortable Sheraton accommodations, meals, and meaningful recognition that builds lasting professional relationships and community impact. You'll reach hundreds of engaged attendees who are genuinely invested in health and wellness, gain valuable exposure through our dedicated social media promotion and marketing efforts, and receive professional video recording of your presentation for your portfolio. Most importantly, you'll be part of something bigger than yourself - contributing to an organization that truly makes a difference in people's lives while building authentic connections with community members who will remember and support your message long after the event ends.

We believe in the power of partnership over large payment, and we look forward to working together to create an inspiring experience that benefits both our community and your professional growth.



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*Health and Beauty Expo*

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## SPEAKER CATEGORIES:

### Keynote Presentations (30-45 minutes)

- Transformational life stories and overcoming adversity
- The future of health and beauty industry trends
- Building confidence and self-worth in the modern world
- Entrepreneurship and business success in wellness
- Innovation and technology in health and beauty
- Sustainability and ethical practices in the industry

### Industry Expert Talks (30-45 minutes)

- Scientific breakthroughs in skincare and cosmetics
- Regulatory changes affecting health and beauty products
- Market analysis and consumer behavior trends
- Professional development and career advancement
- Research-based wellness and nutrition insights
- Clinical studies and evidence-based practices

### Inspirational & Motivational Speakers (30-45 minutes)

- Personal transformation and wellness journeys
- Overcoming health challenges and chronic conditions
- Body positivity and self-acceptance movements
- Mental health awareness and breaking stigmas
- Success stories from health and beauty entrepreneurs
- Community building and social impact initiatives

### Panel Discussion Leaders (45-60 minutes)

- Women in business and leadership roles
- Diversity, equity, and inclusion in wellness
- Sustainable beauty and environmental consciousness
- Aging gracefully and wellness through life stages
- Technology disruption in health and beauty
- Global perspectives on wellness and beauty standards

### Celebrity & Influencer Speakers

- Social media influence and authentic brand building
- Navigating fame while maintaining personal wellness
- Using platform for positive health and beauty messaging
- Behind-the-scenes of wellness and beauty routines
- Philanthropy and giving back to the community
- Balancing public life with personal self-care

### Educational & Academic Speakers

- Research findings in dermatology and cosmetic science
- Nutritional science and evidence-based wellness
- Psychology of beauty and self-perception
- Public health perspectives on wellness trends
- Academic insights into consumer behavior
- Evidence-based approaches to holistic health

**NOTE: WE ARE OPEN TO SUGGESTIONS.**



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## SPEAKING ENGAGEMENT REQUIREMENTS

### Presentation Guidelines

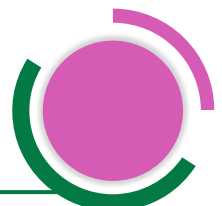
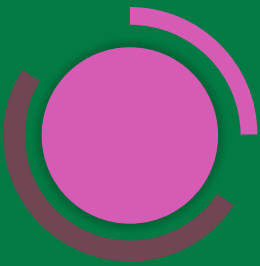
- Main stage presentations: 30-90 minutes
- Q&A session: 10-15 minutes following presentation
- Professional slide deck if possible
- Engaging, audience-interactive style preferred
- Clear key takeaways and actionable insights

### Technical & Logistics

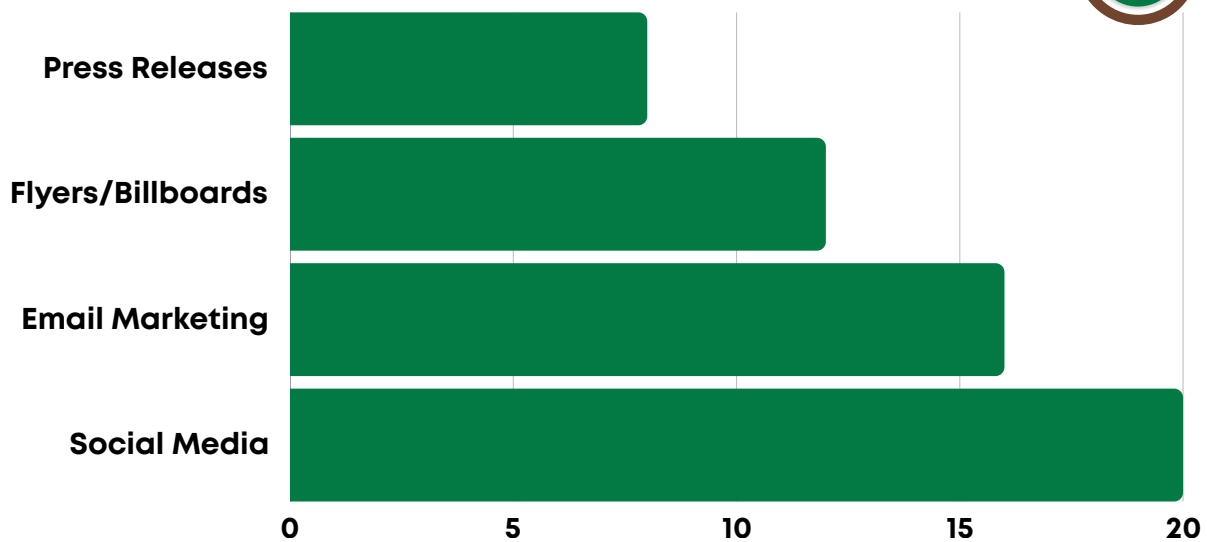
- Professional AV setup provided (microphone, large screens, lighting)
- Presenters must provide presentation materials 2 weeks prior
- Professional headshot and bio required for marketing
- Media interviews may be requested
- Book signing or meet-and-greet opportunities available

### Speaker Qualifications

- Recognized expertise or authority in relevant field preferred
- Proven public speaking experience
- Media appearances or published works preferred
- Professional reputation and credibility
- Ability to inspire and engage diverse audiences



# 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](mailto: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](http://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](mailto: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](http://www.mwcorg.org) or contact us via email at [serenityandslay@mwcorg.org](mailto: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

