

# WORLD BALLOON CONVENTION 2010 CLASSES

The education offered at the World Balloon Convention is designed for a variety of skill levels and interests, from those just beginning in balloons to seasoned professionals looking for new techniques and inspiration. The curriculum also features a strong selection of business-focused classes to help you make more money while creating fabulous designs.

In addition to the classes, you have the chance to receive one-on-one advice about your own business when you sign up for a Hot Spot Session with one of our industry experts. Be sure to check out the Hot Spot section at [WorldBalloonConvention.com](http://WorldBalloonConvention.com) for details.

## Experience Levels

To maximize your educational dollars, the WBC has designated an experience level for each class. Please follow the guidelines listed below to evaluate your level of experience carefully before selecting your classes. If you sign up for a class that is beyond your skill level and ask questions that demonstrate you should be in a lower-level class, the instructor may recommend that you transfer to another class during that time period.

*Note: Class sizes are limited, so we cannot guarantee a seat for last-minute class changes.*

### Level 1

Level 1 classes are open to all delegates and typically do not require previous experience in the balloon industry or knowledge of industry terms and techniques. In some cases, class content will cross over into Level 2.

### Level 2

Do you have knowledge of basic skills, such as spiraling columns and arches, balloon tying, and balloon colors and sizes? Then Level 2 classes are for you. You should have at least one year of hands-on experience in the industry. Theory is taught at this level, including formulas, cost analysis, and elements of design, and trade terminology is used.

### Level 3

If you have at least three years' experience in the balloon industry, then you're eligible to attend Level 3 classes. You should have mastered all basic balloon techniques. Applications of theory are often addressed, including formulas, elements of design, and cost analysis, so you should be knowledgeable in these areas. Questions related to basic industry knowledge and trade terminology will not be addressed.

## Class Formats

### Lecture (L)

Lecture classes offer the widest range of topics and experience levels, and are the foundation for custom designing your WBC educational experience. Many instructors include demonstrations and samples in their classes; however, there are typically no hands-on opportunities in Lecture classes. Be sure to bring a notebook and pen to take plenty of notes. You'll want to implement as many of the designs, concepts, and techniques over the next year after you've returned home.

### Hands-on Workshops (HO)

If you want to gain hands-on experience as part of the teams that build the actual event decor for WBC's special parties, then sign up for Hands-on Workshops. While Hands-on Workshops are not lecture-style classes, they will be structured and led by an experienced WBC instructor. Workshops typically take place in the event ballroom and share space with other production activities. You'll be expected to participate in the workshop until the session is complete. Be sure to wear comfortable work clothes, and please remember to bring your own scissors or pocket knife. You may also want a small notepad to jot down observations and ideas as you work.

### Lecture/Hands-on (L/HO)

Some WBC classes will offer a combination of lecture-style delivery of information with a hands-on portion to reinforce what you've learned. When possible, you'll be allowed to take your project with you after the session. Project supplies are furnished, but you must bring your own personal tools, including scissors, wire cutters, or a pocket knife.



# WORLD BALLOON CONVENTION 2010 CLASSES

## Level 1 Classes

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**If you're new to balloons or just need a refresher in the basics, be sure to arrive early and take the Qualatex Fundamentals class on Wednesday, April 14 from 1 to 5 p.m.**

### Build a Booming Baby Business – Level 1

*Melody Yesberg, CBA*

Is there a little one on the way? Did the bundle of joy arrive this week? No matter what the baby occasion, this class will equip you with everything you need to cater to all the special events in your customers' lives. Melody will show you some great ideas your customers are sure to love, including designs for the baby's announcement, baby showers, the arrival, and even baby's first birthday. Designs will range from bouquets to centerpieces to decor, and all are guaranteed to be profitable and easy to create. You'll also learn how to make and maintain long-term relationships with your customers so you can cater to them for all their special baby celebrations. Don't miss this extremely valuable class that will help you capture the baby market in your area, and increase your sales as soon as you return home.

### Classic Decor – The Pot of Gold – Level 1

*Fiona Fisher, CBA*

Many decorators have been known to shy away from “the big stuff,” out of fear of taking on more than they can handle. Well, let this class show you that Classic Balloon Decor is easy to master, and—when done right—can make a HUGE impact at any event! Discover that by using simple Garlands, Arches, and Columns, you can easily transform and bring life to large, empty spaces. You'll learn the complete process of how to make Classic Decor work for your business, as well as how to identify potential customers and sell your ideas to them. We'll even cover pricing, contracts, ordering product, setting up your work stations, and rigging and tearing down. You'll also take away some simple ideas and techniques to take your decor to a new level and give it that extra “wow” factor.

### Dazzling Dance Floors with a Difference – Level 1

*David Taylor, CBA*

If there's a dance floor at an event, chances are it's the center of attention. So, why not make the decor for this key element absolutely amazing? The dazzling dancefloor creations you'll learn in this class will help you win over new clients and continually impress your loyal customers. David's “Funky Buddies,” “Boppin' Blooms,” and spectacular canopy will be the highlights of this exciting, interactive class. You'll even get to build the designs you see during the session. The primary focus is on big impact and quick construction, so you can take these designs back to your business and start selling them right away. You'll also learn how to “Sparkle it” with a range of fantastic Qualatex Sparkle Products, and craft clever designs with Round and Non-round balloons. You'll leave with several brand new, easy-to-create, and highly-profitable dancefloor designs that are sure to dazzle your clients at any event.

### Deco-Twisting the Easy Way! – Level 1

*Connie Iden-Monds*

Get ready to use Non-round balloons to upsell, enhance, and “wow” your customers. In this class, you'll use 160Q, 260Q, 350Q, and 646Q balloons, as well as specialty shapes, to create items that can be sold as stand-alone items or overall design enhancements. The techniques you learn will allow you to differentiate yourself from the competition, and draw new interest in your business. During this hands-on class, Connie will discuss how you can expand your client base simply by adding these items!

### Easy-to-use Special Effects – Level 1

*Wynn Bell, CBA*

Enter this fun and informative class prepared to learn how to “wow” your customers with special effects. You'll learn the most efficient way to: put a light bulb inside of a large balloon; install a string of lights in a heart sculpture; load and shoot a confetti cannon; explode balloons on command; use different balloon lighting effects; operate a Conwin Dual Split Second Sizer; utilize the Klik Klik MagMover System; and more! Knowing how to incorporate special effects into your decor is key for balloon professionals looking to take their decor to the next level. This fun class will surprise and excite you, and will be taught as a hands-on lecture. If you're looking to add a thrilling new element to your business, look no further than Easy-to-Use Special Effects. You'll learn everything you need to know about bringing excitement to all your customers' events.



# WORLD BALLOON CONVENTION 2010 CLASSES



## **Establishing a Professional Web Presence – Level 1**

*Larry Moss, CBA, & Sheena Beaverson*

Business owners have a variety of online technologies available to them today that can be used to engage customers and build a network of loyal followers. Along with an overview of how to establish and maintain a professional Web presence to further your business, you'll learn about traditional Web page formats and current trends, including blogs, podcasts, video clips, social networking sites, and other interactive services. Larry and Sheena are experts in the area of Web management, and have been navigating and utilizing the Web for many years to provide reliable online services for the balloon industry through their Web site, BalloonHQ.com. Attend this class and you'll be learning from the best; and return home with the knowledge and ability to establish a professional and profitable Web presence for your business.

## **Extreme Deco-Twisting – Level 1**

*Robbie Furman, CBA*

Looking for ways to update your portfolio and attract new customers? Deco-twisting is the perfect solution. In this fun and informative class, you'll learn firsthand how to create several marketable, easy-to-make, deco-twisted designs that your customers will love, including Robbie's Duck, Butterfly, "Lootles," "Ballowers," "Bearoons," Angels, and more. He'll show you step-by-step how to develop and market a new design, and how to add variations to create an entire theme. Whether you have a store, a showroom, or you display your work at showcases or bridal fairs, you'll leave this class with the ability to produce designs your customers have never seen before. Come learn new deco-twisting skills and a highly-sellable set of designs, and watch this new facet of your offering broaden your customer base and boost your bottom line.

## **Functional Everyday Framing – Level 1**

*Wynn Bell, CBA*

Having the ability to build your own frames will greatly increase the income of your business. Although building your own may seem intimidating, learning the proper techniques will allow you to confidently build world-class frames for any event. This class will provide all the training and skills you need to know how to bend, cut, attach, and utilize both metal and plastic frames for use in everything from centerpieces to walk-through decor and Arches. Some new methods and techniques will also be included. Bring your camera to help you remember details of the class, which will be an active blend of lecture and hands-on. Plus, you'll have the chance to get in on the construction of a frame, if you wish.

## **Gifts & Countertop Sales – Level 1**

*Vanessa Moscardini-Lever, CBA*

With Vanessa's Italian flair, creative style, and retail business experience, she has the perfect insight into the best countertop sales for impulse purchases and increased profits! Vanessa is working on a new range of designs, including a feature collection on stuffed creations that utilizes the stuffing machine and several accessories. Vanessa has worked with Italy's largest retail chain—Balloon Express—for many years, in addition to running a number of her own stores. As a result of this, she can see added-value margins and show you how to increase yours with some valuable tips and stunning creations!

## **Have Fun With (& Profit From) Topiaries and Gumballs – Level 1**

*Alex Arroyo, CBA*

Topiaries and gumballs are two versatile elements in balloon design that are easy to create and make a big visual impact. This interactive class will show you how to make these eye-catching designs, and will focus on how to create several variations of these decorative elements that are perfect for any occasion! You'll learn the secrets to making Topiaries and gumballs quickly and professionally, and gain hands-on experience making some of the designs in class. You'll also discover how, when, and where to use them, as well as how to make the most profit from these fun and beautiful designs. Don't miss this class! It's sure to provide you with the ideas and techniques you need to give your designs an extra special touch and set your business apart.

## **Important Tools in Developing, Maintaining, and Growing a Profitable Balloon Business – Level 1**

*George Quintero, CBA*

Operation, production, and sales are all important facets in developing and maintaining a quality, growing, and profitable balloon business. In this highly informative class, George will teach you the steps it takes to create a profitable, vibrant, and successful balloon business. You'll learn how to forecast, plan, manage profit centers, market your business, negotiate with suppliers, delegate responsibilities, and empower your employees. George will also cover how to price your services and aggressively market your business to survive in this economy; how to properly and effectively train your employees; and how to manage pre-production planning and on-site construction of decor.

# WORLD BALLOON CONVENTION 2010 CLASSES

## **Intensive Non-round Workshop – Level 1**

*Marvin Hardy, CBA*

This hands-on workshop will give you confidence in working with Non-round balloons, 6" and 16" GEO Blossoms, and 16" GEO Donuts. Upon completion of this workshop, you'll be able to make one-balloon, multiple-balloon, and combined-balloon figures with easy-to-master techniques. Having this knowledge will give you the ability to participate in intermediate to advanced balloon sculpture and balloon decor classes. No prior experience with Non-round balloons is required. Balloon artists of all skill levels will benefit from the tricks and techniques taught in this class.

## **'M' is for Motivation – Level 1**

*Tom "Bibo" Saeys, CBA*

Whether you're a decorator, entertainer, or newcomer to the balloon industry, this class will provide the inspiration you need to take you, your staff, and your business to new heights. An experienced balloon professional and entertainer, Tom has a great deal of experience in the area of creating and maintaining motivation within a business. This workshop is not only for balloon artists, but also for anyone involved at any level of your business. With the information Tom provides, you'll find new motivation to bounce back from unexpected setbacks, increase your sales, and make your business more resilient and all-around successful. You can't afford to miss this inspirational session—sure to invigorate you, your staff, and your profits.

## **Marketing Masters Course – Level 1**

*Tim Vlamis, CBA*

Do you want to take your business and the way you market yourself to the next level? Join marketing maven Tim Vlamis for a fast-paced session on how to identify your target audience, create a unique position for your business, and double your sales in the next year. You'll see how narrowing your scope of marketing activities will free up time, strengthen your message, highlight your most important customers and potential customers, and drive money to the bottom line. Don't miss this opportunity to share time with one of the most skilled, educated, and experienced marketers in our industry.

## **Maximize Your Portfolio – Level 1**

*Tim Vlamis, CBA, and Cam Woody, CBA*

Having a high-quality portfolio can be your best asset. This class will show you how to present your work to clients by building a portfolio that showcases your business. You'll learn how to build and brand your image, photograph your work, decide what to include, and much more. You'll also learn common mistakes that could potentially affect your profitability, and see before-and-after examples of portfolios and improvements that could be made. A solid portfolio is key to the growth and success of your business. Don't miss out on the opportunity to get important insights from two of the industry's most knowledgeable professionals in this area. You can't afford to miss this class and learn how to maximize this aspect of your business' presentation.

## **Memorable Milestone Birthday Bouquets – Level 1**

*Melody Yesberg, CBA*

Milestones mark the passage of time for your clients and their family and friends. These occasions serve as the highlight events in their lives and deserve your best designs. Help them create special memories for their milestone celebrations with big, beautiful designs that radiate impact and theme. This class will demonstrate bouquet ideas for birthdays, including Sweet 16, 21, 30, 100, and every decade in between. All of the designs featured will be easy to create and deliver, double for use as event decor, and most importantly, profitable and easy to sell. Don't miss this must-see class that will show you how to specialize in making milestones memorable, and boost your profits in no time.

## **Miniature Centerpieces with 1", 2", & 3" Balloons – Level 1**

*Marvin Hardy, CBA*

Learn how to build miniature works of art in this fun and informative class with the legendary Marvin Hardy. You'll gain a working knowledge of how to use the uninflated ends of Non-round and Round balloons to make miniature Columns, Arches, gazebos, and canopies for use as centerpieces. Readily available items, such as carriage bolts, automobile break line, and welding wire, will be used as framework. No prior experience with Round and Non-round balloons is required prior to participate in this workshop. Although this is a basic-to-intermediate class, advanced balloon artists will also learn new tricks and techniques that will benefit their businesses.



# WORLD BALLOON CONVENTION 2010 CLASSES

## **Plan to Succeed – Level 1**

*Pat Billups, CBA*

Have you ever heard someone say, “He didn’t plan to fail, he just failed to plan?” It’s never too late to take the time to determine what your purpose is and how you will achieve success. Ninety short minutes could make the difference between knowing what you need to do and how to do it, to outrageous success and crushing failure. Pat will show you where to start your evaluation, how to set achievable goals, and how to set yourself up for success in achieving them. This class will address how to construct a sound business plan and address the areas of finance, competitive intelligence, marketing, sales, and organization.

## **Position Yourself in the Corporate Market– Level 1**

*Rocky Toomey, CBA, and Terry Mulryan Toomey*

For more than 25 years, Rocky and Terry have developed business systems that serve the needs of their corporate clients. By generating a process that encompasses the initial phone call, the site visit, developing a proposal, executing the design, and creating a series of products, they’ve been able to successfully understand and manage all the corporate concerns in today’s economy and forge ahead with new and innovative ideas. Doing so has positioned their business at the top. Learn their tactics and processes and take home the tools that will make your business flourish in the corporate market.

## **Qualatex Fundamentals – Level 1**

*Luc Bertrand, CBA*

Whether you’re looking to brush up on the basics of balloons, or are completely new to the balloon industry, this class will benefit you and your business. This fun-filled, hands-on session will equip you with all of the fundamental skills and techniques you need to run a successful balloon business. You’ll learn how to inflate, size, and tie latex and foil balloons, as well as how to create a host of balloon designs. From layered bouquets to String-of-Pearl Arches to spiral Garland Columns, you’ll learn an abundance of designs that will provide a solid foundation for your business. This class also covers basic safety precautions, pricing for profit, and gas and balloon calculation. It’s a must for all balloon beginners, and is a great value for anyone looking to polish up their skills and design offerings.

## **Ready, Set, GROW: Complementary Diversification – Level 1**

*Connie Iden-Monds*

Have you ever wanted to know how and why the established artists in the industry are still thriving today? Do you want to hear their secrets to being profitable year after year? Well, get ready to discover the secret to balloon industry success. We interviewed some of the most longstanding and profitable balloon professionals and businesses in the industry and they’ve spilled their secrets for **YOU**. You’ll gain impressive insight and helpful tips on topics ranging from managing multiple profit centers to advertising. Prepare to return home and make your business thrive like never before with the help of the industry’s most experienced and knowledgeable individuals.

## **Seriously Simple Bases for Delivery – Level 1**

*Cam Woody, CBA*

Bouquets have a real “wow” factor when the balloons and the base are given proper attention. Let this exciting and informative class show you everything from the basic tools and techniques of tiles, tabs, and sand weights to industry leading designs featuring stunning bows and clever tricks for adding huge value at minimal cost. As Pioneer’s lead designer for “Balloon Images” magazine for more than 12 years, Cam has designed hundreds of thematically complete gift deliveries and has selected the most useful, profitable, and beautiful concepts for this special session. You’ll leave with dozens of ideas for making a variety of inexpensive, quick, and unique bases to enhance your delivery bouquets. This is a must-see class if you want to broaden your delivery offering and set your business apart from the competition.

## **Speed Decorating for Classic Decor – Level 1**

*David Taylor, CBA*

Every decorator’s objective is to get as many jobs as possible and maximize the profit from each one, but it’s not always as easy as it sounds. The faster you decorate, the lower your costs; the more jobs you complete, the more you make. Speed decorating has to do with the procedures and organization you implement within your business. This class will focus on maximizing the effectiveness of the systems in your workspace, leveraging preparation time for best results and improving your on-site speed and efficiency. You’ll learn key tips and tricks, and hear how David’s methods enabled his Sydney, Australia-based business to successfully complete 21 decor jobs in 11 hours with six staff and two vehicles. Come along for the ride. You’ll be amazed at how speedy your business can become.



# WORLD BALLOON CONVENTION 2010 CLASSES

## Theme Party Decor Add-ons – Level 1

*Fiona Fisher, CBA, and Cam Woody, CBA*

This fun-filled and highly beneficial hands-on session will be jam-packed with exciting room decor that will amaze your fellow WBC delegates at the Opening Night Costume Party, as well as your clients back home. You'll learn how to make various sizes and styles of themed decor and pick up lots of tips and tricks along the way as you gain inspiration and confidence in building large-scale event decor. Bring your scissors and get ready to work!

## Thematic Decor & Designs That Deliver – Level 1

*Amanda Armstrong, CBA*

From poker to princess, and Hollywood to hot-hot-hot; the design options are endless when it comes to creating decor for theme parties. If you've ever decorated a birthday party or special event, you know that themes add unity and excitement, and create a feeling that brings new life any celebration. In this highly-informative lecture course, Amanda will show you how to create profitable and professional thematic balloon decor, provide you with an abundance of theme ideas, and show you how to work with different color combinations, party props, lights, and do-it-yourself accents. Take your theme decor—and profits—to the next level. You can't afford to miss this class.

## Twisting as a Business – Level 1

*Dee White, CBA*

If you've got a hand on the basics of balloon twisting, you're ready to take your skills to the next level. In this high-energy, interactive class, Dee will teach you how to start and build a twisting business, as well as show you several of his very own twisted techniques that are guaranteed to improve your skills and expand your repertoire of figures. You'll take away several business and marketing tips to ensure that you sell your designs and achieve success. Business tips will include who to contact to start and grow your business; how to effectively use marketing materials and promotions; how to maintain customers you have gained; and how to make extra income with your twisting skills. Come ready to learn with your pump, camera, and enthusiasm! If you love twisting, but need to strengthen your business and bring more money home, this is the class for you.

## Visual Merchandising and In-store Theater – Level 1

*Jodie Norris, CBA*

Retailers have an amazing marketing opportunity on their hands with display windows. They're the link between the passing customers and your profits. Capturing this market may seem like a challenging task, but with a few simple tricks it's much easier than you think. Even if you don't have a storefront window, this class is beneficial because it provides many useful visual merchandising tips, as well as simple-to-follow design ideas that cover all types of marketing strategies. You'll learn how to capture the attention of passersby, create design sheets, and increase your sales. There will be a demonstration of several window display layouts using Qualatex products and accessories. This course will help retailers increase walk-by sales and impulse purchases, and also support decorators with ideas on how they can use visual merchandising and in-store displays. Don't let this opportunity pass you by. This is a must-see class.

## What's in a Price? – Level 1

*Pat Billups, CBA*

Your pricing communicates your business strategy, determines your financial success, and touches every aspect of your business. The price you quote a customer may communicate more than you realize. A low price can convey you're cheap, but it can also say that you provide a good value. A high price may say you're exclusive, but it can also make you appear out of touch with reality. At the end of the day, your price will determine if you make a profit and live to sell another balloon Arch, or not. Every price you quote is strategic play and in today's hyper-competitive environment, you simply cannot afford to get it wrong. Don't despair. It's only numbers, and you can unravel the mystery and still pay the bills. Come to this class wearing your business hat and let's figure out how to effectively price your services. We'll determine which pricing model is right for you; calculate break-even pricing; look at financial statements and how price plays a role; learn how to gain a competitive advantage; and determine if bundling or a la carte will suit your business best. You literally cannot afford to miss this class!

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## Level 2 Classes

Do you have knowledge of basic skills, such as spiraling Columns and Arches, balloon tying, and balloon colors and sizes? Then Level 2 classes are for you. You should have at least one year of hands-on experience in the industry. Theory is taught at this level, including formulas, cost analysis, and elements of design, and trade terminology is used.



# WORLD BALLOON CONVENTION 2010 CLASSES

## Balloon Bunch – Level 2

*Azusa Ieizumi, CBA, & Akane Shibata, CBA*

Welcome to the amazing world of Japanese balloon art! This class will take an inside look at balloon bunches, a Japanese arrangement style that incorporates air-filled foil balloons to make long-lasting designs that work perfectly as gifts or arrangements. You'll even get an exclusive look at some of the bestsellers from Azusa and Akane's shop in Japan, and have fun making a balloon bunch of your very own during this exciting, hands-on session. Balloon Bunch is a must-take class if you're looking for an exciting, new element to add to your current offering.

## Balloon Columns of the Ages – Level 2

*Steven Mayhew, CBA*

If you're looking to add a new facet to your Column decor, this is the class for you. Join Steven as he teaches you designs inspired by architecture from various time periods, and reveals different methods for building advanced, yet sellable, balloon Columns. You'll also learn new and innovative ways to incorporate special effects into your decor, as well as three Column designs with Greek, Corinthian, and Art Nouveau influences. You'll also see how Conwin's Balloon Bulbs, Balloon Exploders, and the Insider Tool are used in making these designs. Some of the techniques that will be covered include: decorating 11" latex with entertainer balloons; lighting a balloon with Balloon Bulbs; and putting new twists on Double Bubble balloons. Don't miss this class—it will push you to think "outside of the box" and travel back in time for inspirational ideas that will amplify your Column decor.

## Balloon Stuffing How-to – Level 2

*Steven Mayhew, CBA*

Take an up-close look at the amazing, sellable deliveries and decor you can create by stuffing balloons inside a balloon! Steven will share his expert tips on creating this amazing effect while showcasing a variety of new ideas. You'll learn his new diamond formation Bubble Balloon arrangement, how to create a topiary ball inside a Deco Bubble, creative foil collars, stuffing a 3' Diamond Clear with 6" hearts, and more. Steven will also demonstrate a range of techniques and stuffing tools to make the process of stuffing balloons much more efficient. Each design presented will include marketing ideas, selling techniques, and a phone script to sell the arrangements to your clients.

## Big is Beautiful – Level 2

*Fiona Fisher, CBA*

Achieving big impact with big balloons will always "wow" your customers and set your business apart. Learning how to effectively incorporate larger elements into your decor and deliveries will instantly draw in more business and increase your sales. Fiona will show you a variety of techniques, including how to add a big message Microfoil balloon to a simple garland, and how to incorporate cute characters and extra twists to transform the ordinary into the extraordinary. Perfect for both retailers and decorators, this class offers designs that are ideal for enhancing room decor, deliveries, and window displays. You'll learn exciting, new designs for babies, birthdays, weddings, and many other popular occasions. You'll also receive advice on how to display designs and sell them using a job cost form. With the information this class provides, you'll return to your business able to achieve big visual impact with your designs and make maximum profit from your creations.

## Creating Canopies with Confidence – Level 2

*Jean Eddy, CBA*

Are you captivated by spectacular canopies but unsure how to make them? Let Jean show you industry secrets and fool-proof techniques that will guarantee professional results in half the time. You'll learn how to combine framing, Columns, and String-of-Pearl Arches to produce classic canopies that are perfect for weddings, proms, milestone parties, and more. This is a must-take class if you want to discover the secrets to making perfect canopies every time.

## Deco-Weaving—Woven Designs – Level 2

*Robbie Furman, CBA*

Deco-weaving is an easy-to-master technique that takes the guesswork out of making accurate and precise designs. In this hands-on class, twisters and decorators alike will finally learn how to create marketable woven designs. Robbie will show you how to make several creations, including walk-through, casino-themed decor, and a full-size, frameless princess carriage! Great for holidays, theme parties, and even weddings, the designs you'll learn can be made relatively quickly using equipment you probably already own. Along with designs to help differentiate your work from your competition, you'll learn Robbie's best marketing tips to help you sell all the designs.



# WORLD BALLOON CONVENTION 2010 CLASSES

## European-style Weddings – Level 2

*Sue Marston-Weston, CBA*

No matter where you live in the world, European weddings are undeniably beautiful. In fact, many other international wedding themes have a European influence. This class will pinpoint what specific elements characterize European design, as well as offer ideas and inspiration to create decor that will capture the heart of every bride that walks through your door. You'll learn how to create several elegant designs in an easy and profitable manner, all of which are easy-to-create, appealing, and profitable! Don't miss this unique, interactive class that will give your business the edge it needs to capture the wedding market in your area.



## Everything You Want to Know About Outdoor Balloon Decor – Level 2

*Alex Arroyo, CBA*

When most clients hire a balloon artist to decorate their outdoor event, they don't have a clear idea of what they're looking for. This scenario presents an opportunity for the artist to take the lead and provide professional direction. Take this highly informative class to gain confidence in this role, and learn the techniques and tools you need to create durable, beautiful outdoor balloon decor. You'll learn what design ideas to suggest for different events, and how to maximize your profits in the process. You'll also discover how to plan effectively and deliver decor that's long-lasting and beautiful. Specific points that will be covered include: the Principles and Elements of Design; pool decor; lighting; anchors, weights, and attachment points; dealing with weather; and how to build versatile designs that are suitable for outdoor *and* indoor events. You'll see some elements completed hands-on during class, as well as a multimedia portfolio presentation of outdoor decor ideas to inspire you.

## Fairies & Tales – Level 2

*Vanessa Moscardini-Lever, CBA*

Fairy-themed party decor with an Italian appeal! Vanessa's collection will be a hit at princess parties and build your confidence in working with themes. She'll provide you with tips on integrating a variety of colors, styles, and techniques as she focuses on the new fairytale Bubble Balloon collection. You'll leave this class knowing how to integrate these products and fairy-themed designs into different aspects of your decor and delivery gifts. Don't miss this exciting class, loaded with tons of sellable ideas and profitable tips.

## Grand Gala Centerpieces – Level 2

*Sue Marston-Weston, CBA*

Join Sue for a special hands-on workshop building centerpieces for the WBC Grand Gala: "A Night of Stars." You'll participate in producing the all-important centerpiece designs while learning valuable production techniques. After this class, you'll be ready to mass-produce centerpieces for your own gala events. Bring your scissors, roll up your sleeves, and get ready to work!

## Grand Sculptures on Simple Framing – Level 2

*Luc Bertrand, CBA*

You can create large-scale, professional sculptures with the simplest of frames if you use the right methods. Let Luc show you how easy it can be to make stunning sculptures that are perfect for grand openings, corporate events, trade show booths, parades, and more. You'll learn his quick framing techniques that take less than half the time of normal frames—saving you time and money. You'll even see several examples of Luc's designs on a slideshow presentation, and receive marketing tips and price calculations so you can sell your creations as soon as you return home. After this class, you'll be able to use simple frames to create grand sculptures your customers will request time and time again.

## How to Create, Build, and Sell Precision Balloon Walls and Logos for the Corporate Market – Level 2

*Sue Marston-Weston, CBA*

Balloon walls and logos get attention, and that's why your customers will love them. This session will focus on how to use different techniques to create balloon walls, and the pros and cons of each. You'll also learn three styles of balloon walls, how to add a design within a wall, and which technique best suits certain designs over others and why. You'll work side-by-side with Sue as she constructs a large balloon wall during the session. This is an extremely valuable class that teaches you how easy it is to create professional balloon walls that can be used for corporate customers as a marketing tool, as well as wedding and party customers who are looking for something special at their event. Cost analysis and marketing will also be included as part of this course.

# WORLD BALLOON CONVENTION 2010 CLASSES

## **Huge Profits from 24" Balloons – Level 2**

*Alberto Falcone, CBA*

Discover the magic of working with large balloons in this fun and interactive class that's all about working with 24" balloons! This class will show you how easy it is to master a wide range of designs that are highly profitable and easy to sell. You'll learn how to make impressive large-scale decor to sell to corporate clients, as well as simpler versions for everyday sales. All of the designs Alberto will feature utilize simple techniques with a unique Italian flair. You'll leave this class with all kinds of new delivery and decor ideas featuring big, beautiful 24" balloons.

## **Round Balloon Sculptures – Level 2**

*Hyun-Gu "Beating" Park, CBA*

Make balloon animals and characters even more fun and profitable by using various sizes of Round balloons and an easy-to-master technique. By creating simple Columns of 4-balloon clusters and using different layering variations, you'll discover the endless design options that are possible, including several popular licensed characters. By the time you leave this class, you'll know how to make impressive Round balloon sculptures that take very little time to create, yield high profits, and decorate large spaces in a fun, unique way.

## **Sensational 646Qs – Level 2**

*Dee White, CBA*

Endless design options are possible with Qualatex 646Q balloons. This class will show you how to work with this versatile balloon that's perfectly shaped for decorators **and** twisters. You'll learn why 646Qs have so much to offer your business, and follow along as Dee shows you all of the different uses. He'll show you how to make several designs, including life-sized characters, themed totem poles, Arches, and more. You'll also take away several easy-to-master twisting techniques, as well as tips on how to sell your new designs. You don't want to miss this class—it's sure to add an exciting, new element to your current offering.

## **Spectacular Drops & Grand Effects– Level 2**

*Rocky Toomey, CBA, and Terry Mulryan Toomey*

Rocky has completed designs that made the "Guinness Book of World Records," and Terry has completed record balloon drops. Together, they create stunning and groundbreaking work. Join Rocky and Terry as they teach you the skill, know-how, and behind-the-scenes detail that is required to guarantee success with special effects. This class will provide you with working knowledge of how to create, install, and most importantly, sell a variety of special effects that can result in amazing profit for your business.

## **The Radiant Technique – Level 2**

*Alberto Falcone, CBA*

A very simple technique can produce amazing results, helping you build new styles and refresh old classics by giving them intricate detail and unique finishing touches. In this class, you'll learn how to do just that with Alberto's new radiant technique. Master this technique and you can achieve new lines within your designs, make entirely new characters, and create new focal points that start from the center and develop outward like sun rays. You'll learn how to use this technique to create profitable Columns, flowers, bases, characters, and more. Don't miss this class, filled with fresh ideas that will expand your offering and set your business apart from the competition.

## **Theme-tastic Decor – Level 2**

*Jean Eddy, CBA*

Whether you're decorating a birthday party or corporate bash, themes make parties and events really come together. Having strong theme decor in your repertoire can mean the difference between selling a \$5,000 job or settling for a \$50 order. Join Jean as she shows you how to transform Classic Balloon Decor into themed masterpieces. You'll learn that a strong presentation doesn't always have to include extensive, custom-designed sculptures. With a few classic elements and a well-devised plan, you'll be able to create designs that make big impact and provide maximum value for your customers. The Classic Balloon Decor themes you'll learn will work for trade shows, proms, bar and bat mitzvahs, and much, much more.



# WORLD BALLOON CONVENTION 2010 CLASSES

## 3' Balloon Sculpture – Level 2

Hyun-Gu “Beating” Park, CBA

Countless animal designs are possible with 3' balloons and the raisin twist technique, and in this class you'll discover that many other designs are possible once you learn this basic principle. Beating will demonstrate how to make several designs—including a mouse, bear, dog, rabbit, and elephant—as well as how to create legs, arms, ears, and eyes that add life-like detail and character. Your business will benefit when you learn how to make BIG impact with 3' balloons by creating sculptures that are simple to build and require very little labor time. Discover how to make large profits with low-cost products. This class is especially useful for decorating large spaces.

## Twisted Beasts – Level 2

Tom “Bibo” Saeys, CBA

Why make traditional balloon animals when you can make “twisted beasts” that will “wow” your customers? This fun, hands-on class will provide you with a variety of designs that are highly sellable both in-store and on-site for parties and events. Tom will show you his most popular twisted creations, including a bride and groom, several styles of vases, flowers and plants, and a variety of unconventional animals. You'll also learn several techniques, including deco-twisting, quick-weaving, hiding small objects in balloons, and raisin twists, as well as how to incorporate Round and Non-round balloons into your designs. The information you take away will enhance your business whether you're a balloon twister, artist, or performer. Don't miss this interactive and highly-informative class where you'll receive plenty of tips and tricks to take your twisting skills to new heights!

## Twisted Installations—Frameless Sculptures Made Fast & Easy – Level 2

Larry Moss, CBA

Learn how to produce frameless sculptures quickly by working with Non-round balloons, such as 646Qs and 350Qs. These sculptures can be created off site and delivered as decor for an event, or built live in front of audiences. The techniques used in this crossover class for twisters and decorators are very easy to learn, leaving time in the class to delve into applying the techniques and designing a few pieces. You'll learn how to visualize subjects to be created in terms of simple and easily approachable sculpture elements. The techniques discussed can be applied to the creation of almost anything a client may want, from a vehicle or building, to people and animals. A few basic techniques will be taught, with the focus being on practical application of those techniques and ways of combining these ideas with the decor and twisting you already do.

## Wedding Arrangements from Around the World – Level 2

Jodie Norris, CBA

Learn how to make show-stopping arrangements for weddings of all traditions and customs in this fun and interactive class. You'll learn insightful tips on impressive centerpieces, and also look at how the Principles and Elements of Design are implemented into each arrangement. Jodie will show you how to make stunning table decor and sellable designs using simple techniques, including heat-sealing, fantasy flowers, and apple and tulip twists. You'll also learn how to create arrangements on a budget, as well as how to sell, market, and price the designs. Come to this class and you'll walk away with a collection of one-of-a-kind designs and techniques that will increase your wedding business as soon as you return home.

## Weddings That Wow – Level 2

Amanda Armstrong, CBA

Say “I do” to targeting the wedding market by expanding your design knowledge of one of the most celebrated and profitable of ceremonies. Learn how service and creativity come together in building and cementing close client relationships, while discovering how to get the most out of bridal shows. Amanda will demonstrate centerpiece styles, head table alternatives, and knockout entrance treatments—each with several transformer ideas and versatile styles—in this hands-on lecture class. Expect to return home with the ability to provide quality decor for your customers, and immediately increase your wedding profits.

## Level 3 Classes

If you have at least three years' experience in the balloon industry, then you're eligible to attend Level 3 classes. You should have mastered all basic balloon techniques. Applications of theory are often addressed, including formulas, elements of design, and cost analysis, so you should be knowledgeable in these areas. Questions related to basic industry knowledge and trade terminology will not be addressed.



# WORLD BALLOON CONVENTION 2010 CLASSES

## **Advanced Decor – Level 3**

*Luc Bertrand, CBA*

Classic Balloon Decor is the foundation for all balloon decorating. Its elements—Arches, Columns, and Swags—are created using easy-to-master techniques, and can be made in a variety of ways to achieve different effects. In this challenging and informative class, Luc will show you how to take the Classic Balloon Decor elements to the next level. You'll learn how to incorporate new design patterns and sizes of Round and Non-round balloons to give your decor an entirely new look and heighten its visual appeal. Expect to leave this class with the confidence and ability to offer your customers a whole new range of professional decor, and watch your sales grow exponentially.



## **Applying the Principles of Design to Your Business – Level 3**

*Tim Vlamis, CBA*

All disciplines share a common set of principles, such as balance, harmony, and unity. This class will teach you how the principles of design as a framework can develop a dynamic and coherent plan for your business. We'll discuss the pros and cons of different business strategies and how to recognize the most effective strategies for your situation. We'll also look at the strategies of Porter, Mintzberg, and other top business strategy gurus and show how their models and frameworks reflect the same design principles that Certified Balloon Artists use every day. Be ready to emerge from this session with clear insights and action items on how to improve your business.

## **Balloon Dress Design – Level 3**

*Niko Fric, CBA*

If you've ever dreamed of creating elaborate, runway-worthy balloon dresses, this is the class for you. Join Niko as he shares the skills and techniques you need to produce extravagant garments from woven balloons. This intricate art form takes patience, dedication, and skill, and all three of these disciplines will be taught in this exciting, hands-on class. You'll learn different style tips, pattern ideas, and color blends to ensure that each dress you make is professional, unique, and visually stunning. This is a must-take class if you're looking to add an entirely new element to your business.

## **Balloon Costumes – Level 3**

*Niko Fric, CBA*

One of the best ways to increase your profits is to find retail add-ons that are highly marketable and appealing to your customers. Balloon costumes are the perfect solution. Not only do they draw big attention wherever they're on display, but they're inexpensive to make and are a great way to set your business apart. Perfect for children's parties, events, festivals, and numerous other occasions, balloon costumes can act as a publicity tool for your customers' businesses at events or trade shows; and add a unique touch to any party or special event. Niko will show you how to make amazing creations with easy-to-follow designs and sellable themes. Remember to bring your camera—there's much to see and learn in this exciting class.

## **Everyone Loves a Parade – Level 3**

*Jim Skistimas, CBA*

It's one of the greatest joys to parade your balloon creations in front of a captive crowd of hundreds, if not thousands, of spectators and see the joy on the faces of children, both young and old. But what does it take to get there? This class is designed to present the many options for a balloon company to participate in parades, both large and small. These options include some of the most basic balloon elements which you can accessorize and create mini specialty units and advanced, self-propelled designs that will WOW your crowd. After all, this is more than a parade...it's a marketing opportunity!

## **New Ikebana – Level 3**

*Azusa Ieizumi, CBA, & Akane Shibata, CBA*

Get ready for something brand new and exciting to offer your customers—IKEBANA! This Japanese-style flower arrangement technique emphasizes the shape, line, and form of the design, and strives to highlight color combinations, natural shapes, and graceful lines. Azusa and Akane will show you how to master the Ikebana techniques, and produce arrangements that exude beauty and grace every time. This class will mix Ikebana and traditional balloon designs, and show you how to make simple, chic, and gorgeous arrangements and gifts that will amaze your customers. Plus, you'll get hands-on experience working beside Azusa and Akane—a talented team of sisters who operate a successful balloon business in Japan—in this interactive, workshop session. If you're looking to add an exciting, new component to your balloon offering, this is the class for you.