

# SHAPING THE FUTURE OF MAKEUP—TOGETHER.

## 26.04.2025

**Hosted by:** International Union for Makeup and Hairstyling Education

**Purpose:** To strengthen our global network, support each other's growth, and create meaningful, high-impact collaborations across borders.

Over the years, we have had many exciting ideas and plans for IUM.

However, due to a lack of active participation from our member schools, many of these initiatives could not fully materialize.

Today, we recognize that **our true strength lies in working together.**

By fully engaging and contributing, each school has the power to not only grow individually but to help build a stronger, more visible, and more influential IUM network for everyone.

**To achieve our full potential, we need greater involvement and commitment from all members.**

Together, we can create incredible opportunities—but it requires **everyone's active participation.**

Let's move forward as a true global community:

**United. Engaged. Stronger than ever.**

## IUM Makeup Educator Accreditation – New Opportunity for Member Schools

IUM is proud to introduce a **new professional path** for our member schools:

**The IUM Makeup Educator Accreditation Evaluation.**

**Why this is exciting for schools:**

- Schools can create their own **teacher education programs** and prepare students for the IUM evaluation.
  - This brings **more students**, **raises the school's reputation**, and **builds trust** in the education quality.
  - Only **IUM member schools** can offer this exclusive pathway to their teachers.
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### For the participants:

- Successful candidates receive the **IUM Certified Makeup Educator** title.
- They can be invited to lead in **global IUM masterclasses and education programs** (both online and physical).
- Their certification is internationally recognized and enhances their career opportunities.

### What it is:

- A **2-day professional evaluation** held at IUM Headquarters in Stockholm.
  - Designed to **certify makeup instructors** through practical tasks, teaching simulations, and industry-level standards.
  - **Not a course** — this is a **certification** that proves the highest level of teaching quality.
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### Exam Info:

- **Location:** Stockholm, IUM Headquarters
  - **Duration:** 2 Days
  - **Registration Fee:** 4,000 SEK
  - **Course Fee:** 18,000 SEK
  - **Language:** English
  - **Evaluation by:** Top makeup educators and industry experts
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**This is a chance for schools to grow, shine, and become leaders in international makeup education with IUM.**

# IUM Examiner Visits for Final Exams – New Opportunity for Member Schools

In response to requests from our member schools, IUM is proud to introduce a new service: **Official IUM Examiner Visits for School Exams.**

## Extra Opportunity – “Visa to the Makeup World”

- Schools can nominate outstanding students (who passed the IUM exam) to come to **Stockholm** and **work with IUM** under special conditions (details to be discussed).
  - A true **career-boosting opportunity** for the best talents!
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## What It Is:

- An official IUM examiner can **visit your school** during your exam period (up to **2 times per year**).
  - The examiner will **observe, evaluate, and certify** students who meet **IUM’s international standards**.
  - Successful students can receive an **IUM-approved certification** — with the **IUM logo and signature** added to their diplomas.
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## Why This Is a Big Opportunity:

- **Adds prestige and credibility** to your school's diplomas
  - **Shows international recognition** of your students' skills
  - **Helps attract new students** by offering globally endorsed certificates
  - **Strengthens the school's reputation** locally and internationally
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## Important to Know:

- A student can pass the **school’s exam** without passing the **IUM standard**
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### **IUM Final Exam Format:**

- **Makeup Task 1:** 60 minutes
  - **Makeup Task 2:** 60 minutes
  - **Makeup Task 3:** 15 minutes
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### **Cost:**

- The school covers the examiner's **flight and hotel**
  - Plus **€1000 per day** for the examiner's service
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**This program offers schools a powerful way to lift their status and give their students a real gateway to the global makeup industry.**

## **IUM Shared Online Education Platform**

**New opportunity for students and individual IUM members!**

**1 Masterclass/month + 1 shared lesson/month**

**(it means apr. for each school 1 masterclass and 1 shared lesson /year)**

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### **What It Is:**

- A **centralized online hub** where member schools can **share professional lessons and masterclasses**.
  - Teachers from different schools **contribute unique recorded lessons**.
  - Hosted on **YouTube**, with **limited-time access links** to protect content.
  - Videos can be recorded in the **school's original language** with **English subtitles**.
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### What Will Be Offered:

- Real lessons we teach in our courses pre recorded and edited, made accessible to all students and IUM members. Hosted on **YouTube**, with **limited-time access links** to protect content.
- **New featured school every month! (included a short introduction)**

Topics could include:

- Bridal makeup across different cultures
- Editorial and creative techniques
- Hairstyling for different textures
- SFX and avant-garde artistry
- Q&A sessions with top industry professionals
- Live or Pre-recorded masterclasses available on demand

### Our Goal:

- Share knowledge with a global audience.
- Offer **high-quality education** across borders.
- Build visibility and stronger collaboration between IUM member schools.

### 1. Which types of classes would your school be willing to contribute?

## Joint Social Media Campaign: “Makeup Around the World”

An inspiring, collaborative campaign that **showcases the cultural richness and creative excellence** of IUM member schools.

Each school will create a **makeup look inspired by their country’s traditions, symbols, or modern trends**.

To coordinate, we will create a **shared social media calendar** for the campaign.

## Objective

- Celebrate **cultural diversity** in makeup and hairstyling
  - **Increase visibility** for each IUM school through cross-promotion
  - **Attract new followers, students, and press attention**
  - Strengthen IUM as a **united, international beauty education alliance**
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## Campaign Concept: "Makeup Around the World"

- **Each school designs a unique look** inspired by their home country or culture.
- **Unified theme:** All schools work on the same general theme.
- **Weekly Student Challenges:**
  - Students can join in and create looks.
  - Best looks are posted weekly, keeping content flowing.

### Tools for success:

- Coordinated hashtags: **#IUMGlobalBeauty #MakeupAroundTheWorld #IUMUnion**
  - Standardized caption templates (with room for personal stories)
  - Optional IUM campaign visual frame or logo overlay
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## Content Guidelines

- 1–3 high-quality photos per look
- Optional 15–30 second behind-the-scenes reel or TikTok
- Captions must include:

- Inspiration behind the look
  - Artist/student name
  - Name of the school and country
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## **Cross-Promotion Strategy**

- Schools re-share and comment on each other's posts
  - IUM main Instagram, Facebook, and TikTok will repost highlights
  - Schools tag each other and invite followers to **follow the journey of IUM worldwide**
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## **Campaign Benefits**

- **Organic follower growth** through cross-promotion
  - Builds a **strong, united visual identity** for IUM online
  - Opportunity to **go viral** and **attract media attention**
  - Provides beautiful, authentic content for each school's platforms
  - Celebrates **cultural pride and diversity** across the network
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## **End-of-Year Project**

- All the campaign entries will be **turned into a digital flipbook: "Makeup Around the World 2025"**
  - Flipbook will be **uploaded to the IUM website** and shared globally.
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**Together, we can turn cultural creativity into global recognition for all IUM member schools!**

# Collaborative Content Creation Strategy

## What Content Can We Create Together?

### 1. Tutorial Series

- “Global Techniques” – Each school teaches a signature makeup or hairstyling method
- “Quick Tips” – Short videos (30–60 sec) with tricks and hacks
- “From Basics to Pro” – Step-by-step tutorials shared from beginner to advanced

### 2. Trend Breakdowns

- “Trend Watch” – What's trending in your country? Share demos and analysis
- “Trend Battle” – Different schools interpret the same trend in their own way

### 3. Cultural & Editorial Storytelling

- “Cultural Beauty Diaries” – Local traditions and beauty inspirations
- “Face of My City” – Recreate iconic looks representing your hometown or country

### 4. Behind-the-Scenes & Vlogs

- Short reels of student life, backstage moments, classes, and shoots
- “Day in the Life” videos of students or teachers from different countries

### 5. Interviews & Conversations

- Cross-school chats about industry topics, trends, or techniques
- Alumni success stories and motivational career talks

## Shared Content Calendar

- A simple shared calendar (Google Calendar or Notion board)
  - We also send out the dates and themes in the monthlz newsletter
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## Why This Strategy Works

- Creates a **constant flow of fresh, diverse content**
  - Boosts **cross-promotion** and follower growth for all schools
  - Positions IUM as a **living, breathing global beauty community**
  - **Increases visibility** and strengthens every school's profile
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## How to Manage It

- Shared folders for uploading materials (Google Drive, Dropbox)
- IUM's main social media acts as a **central hub** for reposting highlights

## Global Competition Proposal:

### IUM International Makeup Challenge 2025

#### **Creativity Beyond Borders**

An inspiring competition where creativity, technique, and cultural influences come together across the IUM network.

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## Categories:

- **Editorial Look of the Year**
  - **Avant-Garde Fantasy**
  - **Clean Beauty / Minimalist**
  - **SFX / Character Transformation**
  - **Hairstyling Excellence**
  - **Social Media Star** (Best Reels/TikTok tutorial)
  - **Student Rising Star**
  - **Team Collaboration Look**
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## Submission Format:

- 1–3 high-quality photos per entry
  - Optional short video (15–60 sec)
  - Include a **concept description**, **product list**, and **face chart** if possible
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## Judging Process:

- Judged by an **international jury** made up of IUM member schools
  - **Important:** No school can vote for entries from their own country
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## Prizes for Winners:

- **Digital certificate** and “**IUM Winner**” badge
- **Feature on the official IUM website and social media**

- **Inclusion in the IUM Trends Report 2025**
  - **Invitation to demonstrate their look in a global IUM virtual masterclass**
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### **How We Organize It:**

- Schools can **submit entries continuously** throughout the year.
- **No time pressure:** entries can come from different classes, exams, or projects.
- IUM will **share selected entries continuously** on social media to build excitement.
- **Final Collection in December:**
  - We gather all entries
  - Winners are selected in each category
  - Big **Online Award Event** in December to announce and celebrate the winners!

### **Bonus – Audience Choice Award:**

- All entries from all categories will be open for public voting.
  - **One Audience Choice Winner** crowned based on the total votes!
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**This competition is a perfect opportunity to celebrate our students' talent, build excitement across schools, and showcase IUM's global excellence to the world.**

Today we have seen that **the possibilities are endless** when we work together.

**IUM is more than a network** — it's a global family of passionate educators, artists, and dreamers.

But for our projects to succeed, we need **everyone's active participation, creativity, and engagement.**

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**Together we can:**

- Build a stronger, more visible international presence
- Offer outstanding opportunities for our students and teachers
- Position IUM as a true global leader in makeup and hairstyling education

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**Final Thought:**

The more each of us contributes, the stronger IUM becomes — and the more we can all grow, inspire, and lead the future of beauty education across the world.

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**If you have any other ideas, questions, or suggestions, please feel free to reach out.**  
Your voice matters — and together, we can make IUM even greater!