

E.AT.O.W
EMBRACING ALL TONES OF WOMEN
GLOBAL
MU
MASTERCLASS

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Supported by

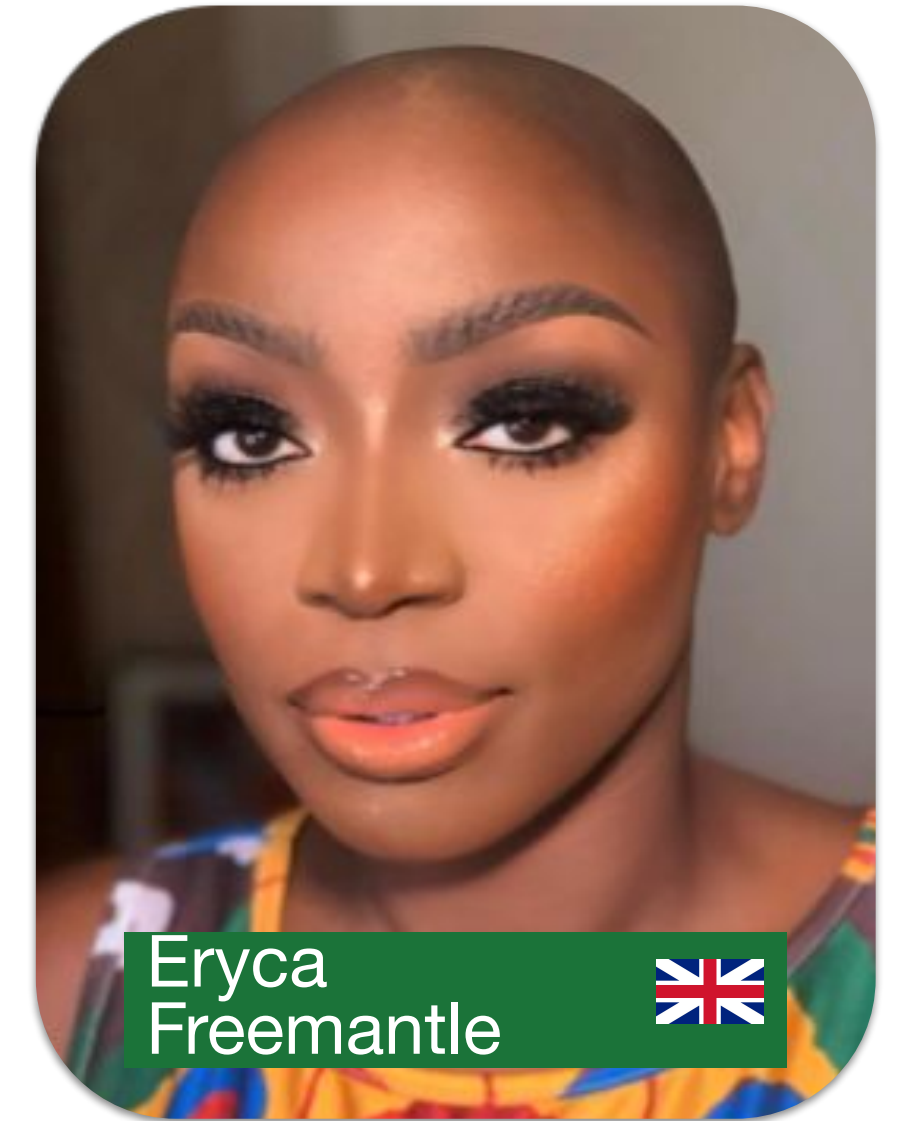
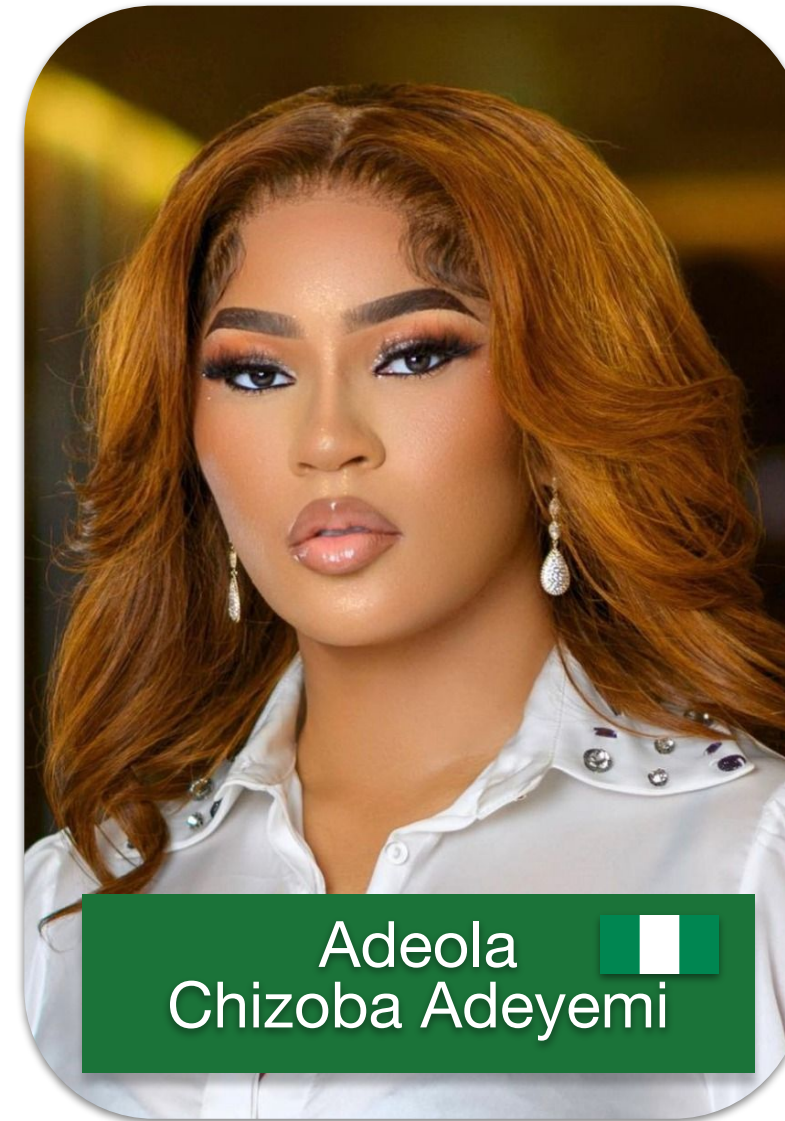
BEAUTY BY AD™

Pan-African Makeup Empowerment Summit

*The Biggest Tech &
Makeup Business
Masterminds
Masterclass*

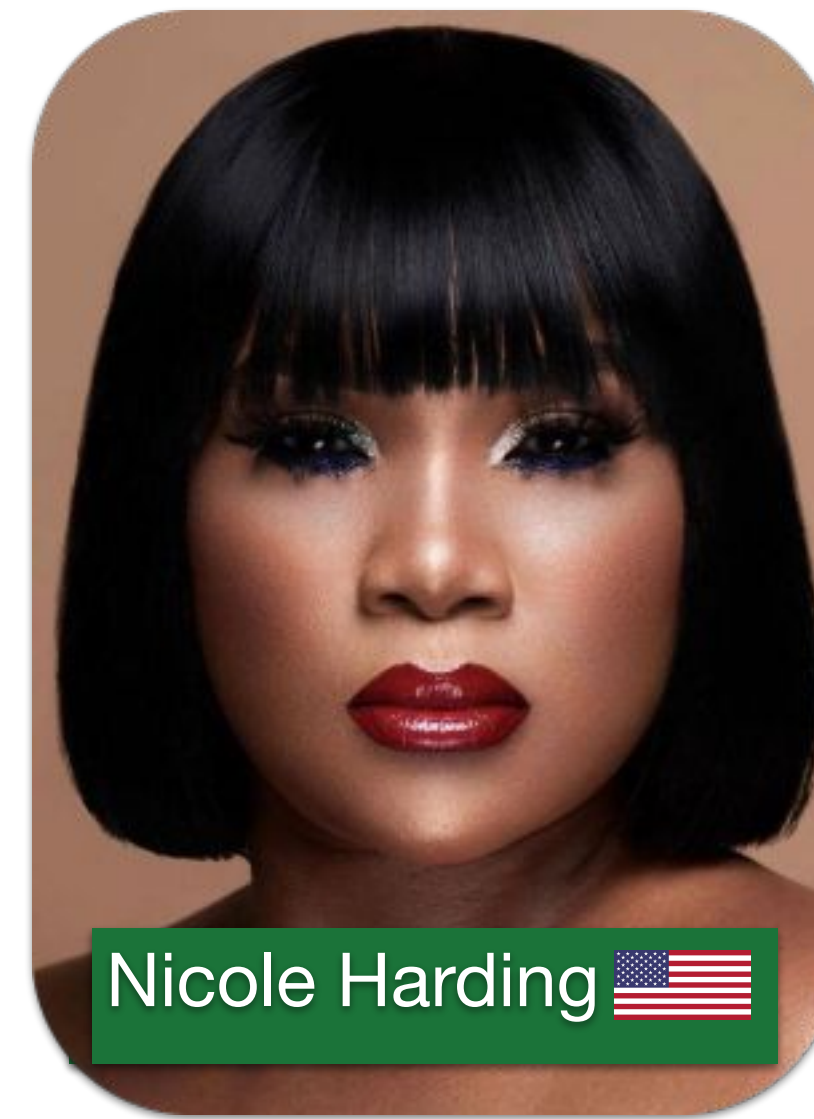
9:00am-4:00pm
EbonyLife Place, Lagos

African Strokes Unite



11th May Nigeria

2024



Content

Introduction

Overview

About Beauty by AD

About E.A.T.O.W

Masterminds

Meet our Masterminds

Meet our host

Masterclass Schedule

Venue

Tickets & Pricing

Sponsorship & Partnership

Conclusion

INTRODUCTION

EMPOWERING THE POWER HOUSES

A ground-breaking mastermind masterclass series thoughtfully curated for both makeup powerhouses and up and-coming talents. This immersive experience unfolds over three separate days, focusing on empowering attendees from Nigeria, Ghana and Uk respectively

For emerging talents in Nigeria, Ghana and UK. This day is designed to spark inspiration and provide practical insights into the business side of makeup industry. Our lineup of successful & up-and-coming industry experts will share their journeys, offering relatable experiences and valuable lessons. Learn about leveraging social media, establishing a unique brand identity, and overcoming the initial hurdles in this dynamic industry.



Beauty By AD, founded by Adeola Adeyemi after discovering the lack of inclusion and quality in most beauty products during her time as a makeup artist, which inspired and led to the conception of the brand. As the Founder and CEO of Beauty By AD, their mission is to ensure that all race, age and gender all over the world no matter the skin type and undertones can enjoy affordable luxury and to be an essential to them by providing innovative and quality products to cater to all beauty needs locally and across the border. The makeup brand is currently No1 across Africa

E.A.T.O.W

EMBRACING ALL TONES OF WOMEN

In 2021, we pioneered our first trade mission to Lagos, Nigeria, in partnership with the Department for International Trade and realised we can do a lot of business with women in the makeup industry across Africa. Our Founder Eryca Freemantle Global Makeup Strategist with 40 years experience within the industry created the very first global make up awards for Africa and decided it must take place in Nigeria.



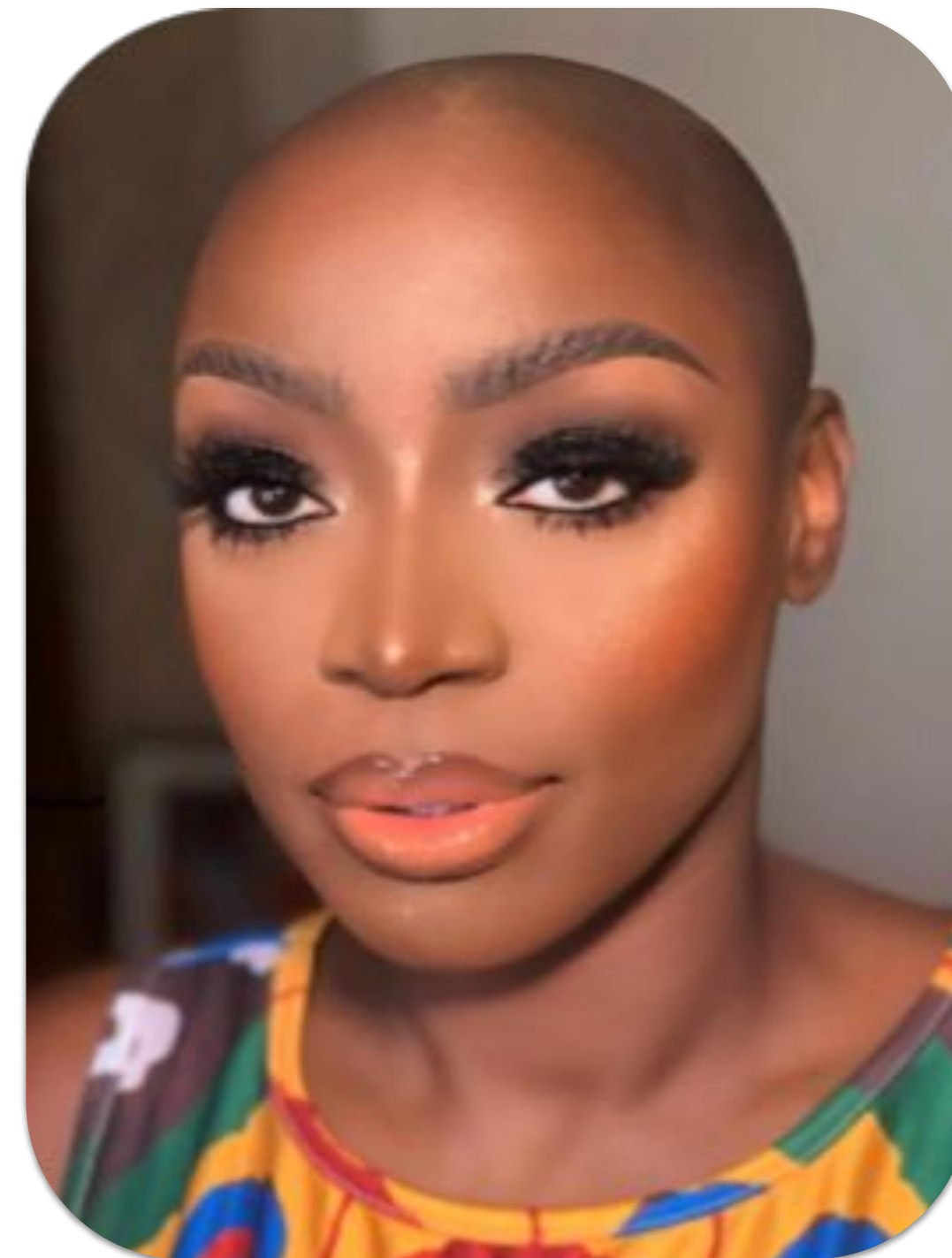
MASTERMINDS

MASTERMINDS



Deola Chizoba Adeyemi ■ ■
CEO Beauty By AD

Beauty by Ad is owned by Adeola Chizoba Adeymi aka Diiadem. She started modelling and video vixen career in 2008. Later in 2016, the former video girl opened her own brand called Beauty By AD. Following her huge transformation, Diiadem became an influencer for popular fashion and beauty companies.



Eryca Freemantle 🇬🇧
Global Makeup Strategist

Founder of E.A.T.O.W and is sought after by leading professionals in the beauty & makeup industry's for career advice and strategic endeavours. A former makeup artist and educator she consulted for many brands and played an integral part in the development and launch of several makeup products. She sat on the board of advisory for London College of Fashion.

MASTERMINDS



Michael Nkrumah 🇬🇭

Founder of Sigma Health & Beauty

Dr. Michael Nkrumah, the visionary founder of Sigma Health & Beauty and the CEO of Maybelline New York, has steered the company to prominence in the Ghanaian cosmetics industry. Nkrumah has cultivated a team of over 20 highly trained professionals. Notably, he holds the prestigious position as the CEO of Maybelline New York in Ghana representing West Africa



Nicole Harding 🇺🇸

CEO Celfie Cosmetics

Nicole Harding is an exceptional leader and the CEO of Celfie Cosmetics, a renowned global beauty brand with a strong presence in multiple countries, including Nairobi, Kenya, Canada, and Sweden. Hailing from Brooklyn, New York, where the brand was born, Nicole has spearheaded Celfie Cosmetics remarkable growth and success.

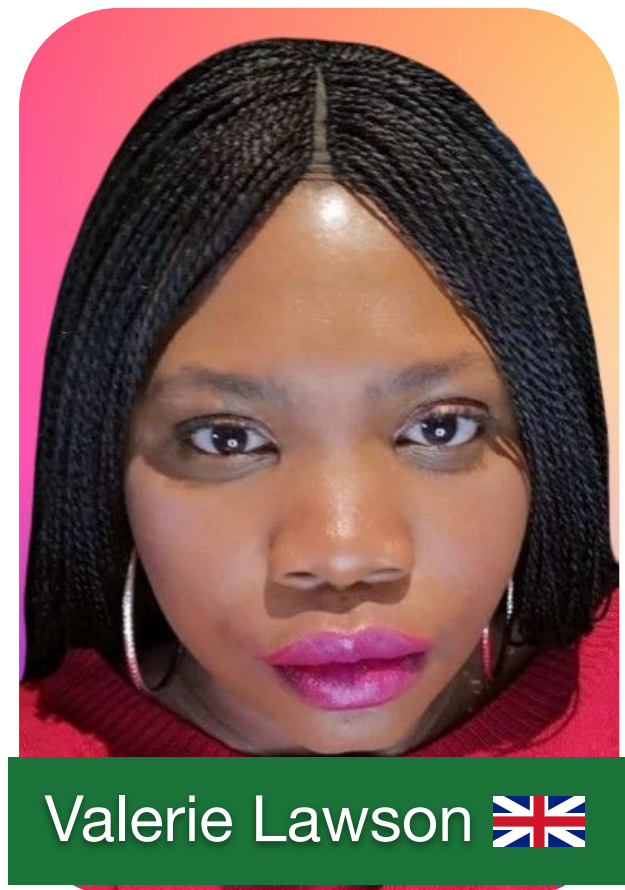
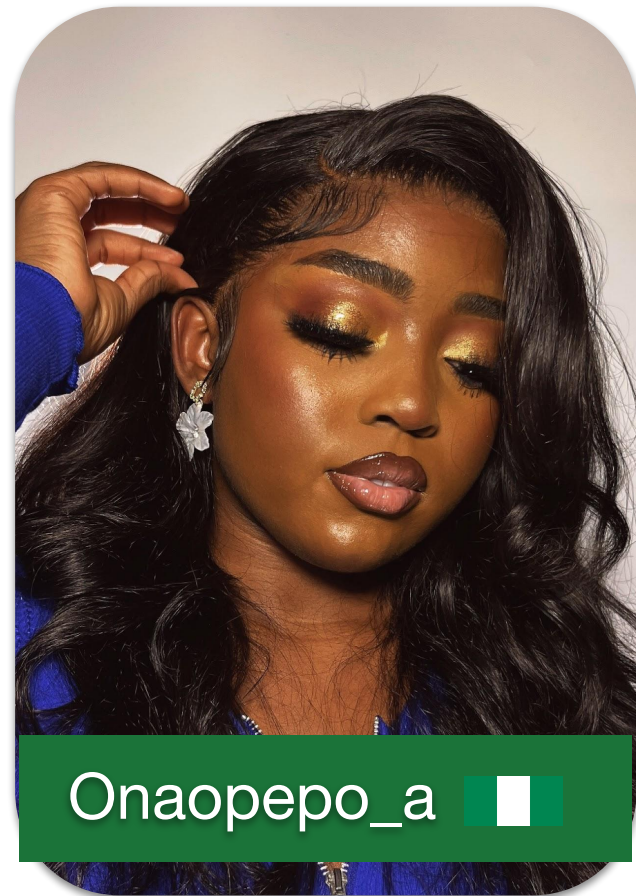
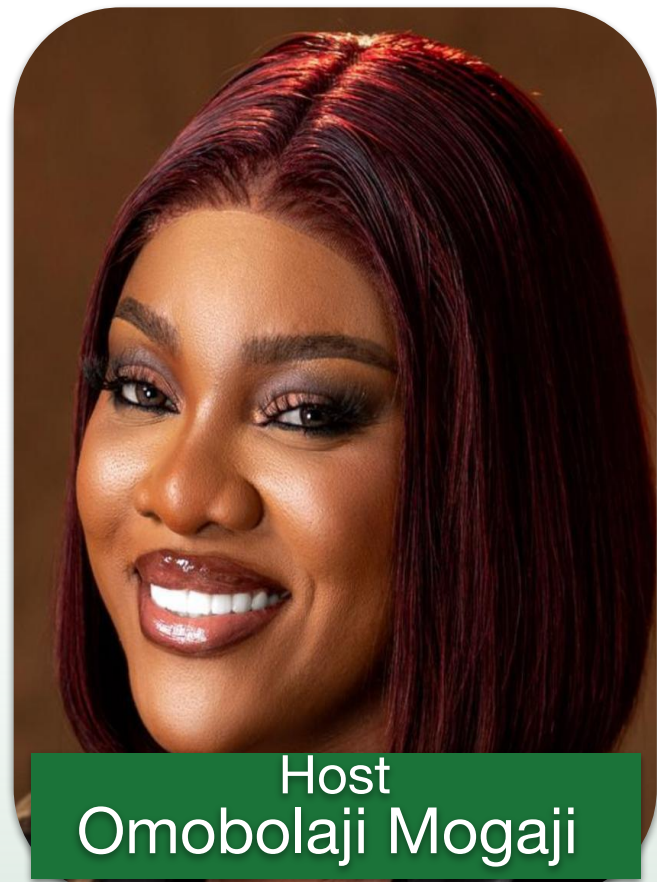


MASTERMINDS

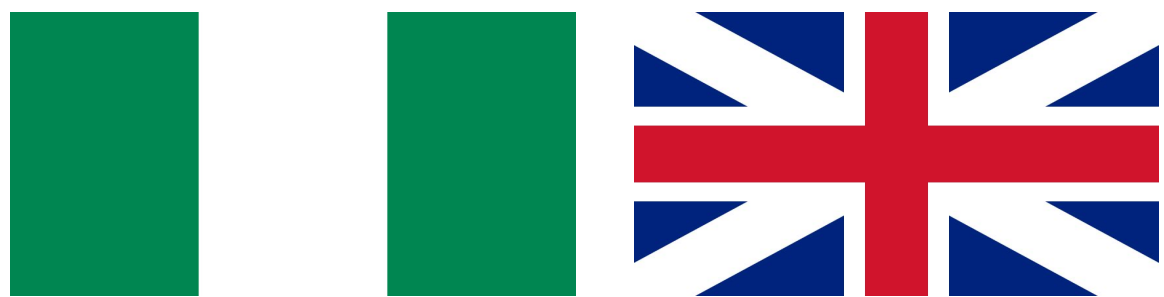


Bolaji Olatoye 
CEO Altitude A.I Consulting

Bolaji Olatoye is a seasoned sales automation specialist with a two-decade track record of successfully implementing multi-million dollar technical solutions for major investment banks. His achievement to date is driving \$6 million in sales for a tech startup. His accomplishments underscores his value as a strategic professional in the technology and finance sectors.



THE POWER OF BEING AN INFLUENCER



EMERGING EXPERTS



HOST NIGERIA & GHANA

Her journey started in the world of modelling, a profession that led her to traverse countless landscapes. Transitioning from modelling, she gracefully stepped into the realm of the entertainment industry, emerging as a skilled makeup artist with a global footprint. Among the luminaries she has worked with, iconic figures like Whitney Houston and Mariah Carey stand as testament to her artistry and prowess.



ONY DANCHIMAH 

“

Learning from the finest
makeup educators turned out
to be effortless and convenient!

”

MASTERCCLASS FACTS

This summit transcends the ordinary; it's a narrative woven with personal experiences from the luminaries of the makeup world, offering you a backstage pass to their trials, triumphs, and the invaluable lessons learned along the way. As you listen to these giants and juniors, you'll not only witness the evolution of the industry but find inspiration to carve your unique path within it.

But that's not all – we've curated a lineup of upcoming industry experts who will illuminate the path forward. They will share their perspectives on the pivotal role of makeup artistry, offering a roadmap for success and discussing how you can rise above challenges to truly excel in this dynamic field.

The Pan-African Makeup Empowerment Summit isn't just an event; it's a transformative experience that will leave you riveted, empowered, and armed with the knowledge to not only navigate the makeup industry but to thrive in it.



Step into the enchanting world of beauty at the our Makeup Master Class 2024, where elegance meets expression through the chosen canvas of white. This year, we invite you to embody the simplicity and purity of white attire, creating a collective visual masterpiece that mirrors the inclusive spirit of our beauty community. The color white symbolizes not only a blank slate ready for transformation but also serves as a unifying thread, weaving together a tapestry of diverse individuals on a shared journey.

As you prepare for this extraordinary event, envision your white ensemble as a symbol of your commitment to self-discovery and beauty mastery. Let the elegance of white be the backdrop to the vibrant palette of skills and techniques that will unfold during this transformative experience. Join us in a sea of white elegance, where your attire becomes an integral part of the artistic tapestry that is the Makeup Master Class. Together, let's celebrate the unity and limitless possibilities of beauty in a symphony of white.

DRESS
CODE
WHITE

1 DAY

V.I.P
~~¥~~20,000

Access to
Masterclass

Complimentary
popcorn and
drink

Networking
9am - 4pm

TICKETS ■ ■

REGULAR
FREE

Access to
Masterclass

Complimentary
popcorn and
drink

9am-2pm

SPONSORSHIP

Sponsorship Packages



BRONZE

- 4 Complimentary tickets to the main event
- 5 Minutes spotlight addressing the audience
- 2 Tickets to the VIP networking event.
- Featured in the brochure



SLIVER

- Marketing material in Goody bag
- 6 Complimentary Tickets to the main event
- Logo on marketing material
- Logo on website
- Logo on all promotions
- 7 minutes spotlight to the audience
- Photo opportunity with speakers and VIP guest
- Logo on backdrop
- Spotlight feature in brochure
- 6 Ticket for VIP event



GOLD

- Full branding at Pan-African Makeup Empowerment Summit
- 10 Complimentary tickets to the main event
- 15 min Spotlight to audience
- Logo on our marketing materials
- Logo on our backdrops
- Banner displayed at the event
- Logo and full promotion on Website as a Global partner
- Photo opportunity with Celebrities
- Double page feature in our Brochure for distribution to attendees.
- Featured & Interview on our website-accessible to our global audience.
- Press Interview with Media
- 1-1 Meeting & Photo with the Founders



PARTNERSHIP

MEDIA PARTNERS



marie claire

VANGUARD

GRAZIA

PARTNERS



SPONSORS



CONCLUSION

BEAUTY BY AD & E.A.T.OW

Individual in business and leadership roles are essential to the success and development of the evolving world we live in today. With a shift towards placing women in key roles, society recognises the valuable contribution women and men , in particular within the makeup industry make towards the global economy. People within the beauty industry in particular makeup artist are making themselves heard by creating multimillion dollar businesses.

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THANK
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