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This is Normally Where We Try to Impress You But...

The New and Exciting Educational Lineup at Premiere Birmingham this Year Speaks for Itself.

Birmingham, AL, July 24, 2017 | Premiere Birmingham 2017 is hosting quite a bit of new and exciting education this year. This star-studded program will help keep beauty professionals of the Southeast up-to-date on the latest trends, techniques and products. Premiere Show Group aims to offer the education you need to succeed at all their events and Premiere Birmingham 2017 will be no exception. With more than 175 remarkable classes that are included with a show pass purchase and phenomenal hands-on workshops offered by truly some of the best in the business, Premiere Birmingham provides the perfect opportunity for beauty professionals to learn from and network with individuals who are just as passionate about the beauty industry. Immerse yourself in all that the Magic City has to offer! In addition to the show, experience Birmingham's diverse array of food and drinks all while taking in its historic site and architecture. With fun, education, food and drinks Birmingham is a must-see city!

Main Stage



If you were able to catch last year's INCREDIBLE "Purple Rain" presentation by Sam Villa then you can attest that Premiere Birmingham and Sam Villa are something you don't want to miss. For the first time, Pulp Riot will be joining the Premiere Birmingham Main Stage with an empowering presentation aimed to have stylists to begin thinking of themselves as artists and the hair as their canvas. These presentations alone (which are really more educational performances) make Premiere Birmingham a MUST attend event. Check out the

full Main Stage line-up this year, it will make you want to pick up your phone and go to www.premierebirminghamshow.biz, call 800-335-7469 or visit your nearest SalonCentric store and purchase your show pass today.

mainstage



2017 Main Stage Line-Up

Company	Featuring	Presenting
Redken / Sam Villa	Sam Villa, Andrew Carruthers & Jesse Linares	An Opera of Education
Matrix	Daniel Roldan & Michael Albor	Inspirational Hair Journey
Pulp Riot	Samantha Daly, Melissa Smith & Sammie	Be Empowered
Martin Parsons	Martin Parsons	Moving Hair
Pravana	Presley Poe & Meg White	Pravana Color Collective
Sexy Hair	Rafe Hardy & Nicole VanHatten	"Express Yourself" 2017 Collection
RUSK	Marcus Calliet	Unleash Your Creative Vision
BARBERology	David Connor	Barberology

Social Media Influencers

With social media influencers becoming a vital educational resource in the professional beauty industry, Premiere Birmingham brings some of the most followed and influential artists to the show including: Sam Villa, (@samvillahair) Samantha Daly (@bottleblonde76), Wayne Tuggle (@waynetugglehair), Presley Poe (@presleypoe), John Mosely (@popular_nobody), Patric Bradley (@patricbradley), Daniel Mason Jones (@danielmasonjones) and Candy Shaw (@thebalaylama).



Education, Education, Education...



To quote Jacob Khan, “The moment you stop learning is the moment you stop getting any better”. Whether you’re an inspiring platform artist or an artist that has found themselves in a creative rut, motivating education is your key to success. Let Premiere Birmingham give you that key and help you unlock your truest potential. Topics covered at this year’s event, Hair Cutting, Styling and Coloring, Men’s Grooming, Hair Loss, Nail Artistry, Esthetics, Brows and Lashes, Business Building and Social Media Marketing. For a full educational line-up, [click here](#).

Student Job Fair

After the phenomenal success at Premiere Show Group’s international show, Premiere Orlando, Premiere Birmingham along with Beauty Cast Network have decided to bring a Student Job Fair to this year’s event. Industry students will have the opportunity to find their dream job by exploring job opportunities from local and national employers.

About the Show

Premiere Birmingham is hosted at the Birmingham-Jefferson Convention Complex, October 22 -23, 2017 in Birmingham, AL. For more information about the show including the full educational line-up, hotel reservations and to purchase a show pass visit www.premierebirminghamshow.biz. Also follow Premiere Birmingham on Facebook, Twitter and Instagram for exclusive prizes and stay up-to-date on all things Premiere Birmingham.