

Policy Development: Media Pos

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You are the owner of a new upscale salon & spa. Your motto is "Professional Staff, Professional Skills". You pride yourself on the top-notch professional customer service that your salon & spa will provide to your clientele. You want to hang a sign in the staff room to daily remind your employees of the expectations (or rules) you have for them regarding their professional dress, professional attitude toward customers, and their professional conduct.

INSTRUCTIONS:

See poster presentation rubric.

You will create a poster that will hang in a staff room of a salon & spa. The title will be "YOUR PROFESSIONAL IMAGE" or a similar title of your choice. Remember on your poster to include the name of your salon & spa and your motto.

Your poster will be either:

- a) Bristol board with cut and pasted pictures and information (Bristol board provided), or
- b) Created on Microsoft Publisher.

Your poster will be handed in with this formative list on separate paper(s):

- a) at least 10 elements of professional dress
- b) at least 10 elements of professional attitude toward customers
- c) at least 10 other elements of professional conduct

Your summative poster will include:

- a) your best 5 elements of professional dress
- b) your best 5 elements of professional attitude toward customers
- c) your best 5 elements of professional conduct
- d) title and sub-titles
- e) appropriate visuals

Your poster should be:

- a) eye catching
- b) thorough
- c) neat and attractive
- d) professional

Your poster will be:

- a) handed into the instructor on-time
- b) presented to the entire class in a 5 minute presentation

You will be given no more than one class day to work on your poster.

