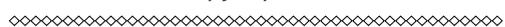


Groove PROPHET

With the digital age upon us, education has never been more accessible. You can now study courses at prestigious universities such as Yale online without enrolling or paying for it. It no longer matters if you live in a remote outback locale – just turn on your computer and you can be in the midst of a lecture or seminar in Europe, the UK or America. By Jenny Burns



"The students of tomorrow will be born digital – they know nothing but a web world," says Lindsay Tanner from Victoria University. "They want to be entertained as they learn. They'll demand instant feedback. They'll compare learning experiences with digital games and social networking sites."

"Interactive three-dimensional online technologies are changing education options. It won't just be pilots flying in simulators and surgeons using haptic scalpels: we'll soon be teaching hairdressers wielding digital scissors and chefs using online frying pans."

Digital scissors? Doesn't really sound that far from the truth these days. But hairdressing is a hands-on, 'touchy-feely' arena – so just how does digital education fit in?

"Being a tactile and people-orientated career path, we see digital delivery as a way to enhance and strengthen our learners' education as well as provide virtual access," says Pivot Point General Manager of Education and Academies, Ruth Browne. "Pivot Point intends to use the digital environment along with face-to-face delivery – with underpinning knowledge now being more accessible, this will create more time for technical development in a traditional classroom or salon environment."

"Last year Pivot Point International launched its much awaited Artist Access online learning system, which now has more than 15,000 users in the USA," Ruth cites. "Pivot Point Australia has been working with Pivot Point International to develop, customise and ready the Australian material for an online launch in 2012. Pivot Point Australia has been working closely with the major players in eLearning in Australia so that public and private training organisations and their learners will be able to access Pivot Point learning materials on-the-go, 24/7, via the Artist Access portal and through the many Moodle Learning Management Systems that TAFE are operating across Australia."

"Pivot Point's Artist Access brings together traditional methods of accessing and using learning material and online learning to create a blended approach to hairdressing education. Our vision of students, teachers and salon staff being able to access Pivot Point hairdressing educational content easily, at any time and in as many different media as possible, will soon be a



VIRTUAL CLASSROOMS AND DIGITAL SCISSORS.

reality. With full motion video, quizzes, interactives, glossaries and conceptual audio visual presentations online, we believe it is the first step in moving into the new era of hairdressing education."

Luxury haircare brand Kérastase Paris recently made the foray into digital education with the launch of its new iPad App, which exploits the latest digital advances in education as well as the use of smart phones and tablets to deliver training and engage learners with the aim of revolutionising the way haircare is taught.

Kérastase National Education Manager, Jo Maitland, is one of the key figures involved in the new look training program. A hair educator with decades of experience, Jo is well aware of the challenges in rolling out training in the hair industry.

"We've always been tech-savvy, but we were conscious that we could do more," Jo says. "With a brand like Kérastase, which is constantly bringing out new products, it can be tough and also bad for the environment to update our materials. And for any educator these days, regardless of the industry, it's a real challenge keeping people off their iPhones and concentrating in class."

"Well, we've taken the opposite approach by encouraging the use of technology, and our learners love it! Salons and consumers love it too, with testimonials indicating that salons that have downloaded the new App have seen a dramatic increase in sales of both rituals and retail."

This digital delivery method is a world first for Kérastase. The 2012 training model provides niche class environments where participants engage with innovative and fully interactive education modules, allowing them to record their own education journey. Delivered through the latest digital technology, learners' education is portable and accessible at their leisure – whenever and wherever they need it. Classes are facilitated by Kérastase educators either in their studio environment or at the salon location; class participants interact with a custom built App via the Apple iPad2. The App has been developed to engage all learning styles with innovative and fully interactive education modules. And the courses are designed to create a lasting impression where participants are encouraged to access study notes, create their own scripts, highlight existing course content and record memories of class activities via photos and videos.

"The digital strategies developed combined with an interactive learning environment ensure that the Kérastase Education journey will be greatly enhanced," continues Jo. "The interactive educational platform provides the ability to personalise the education experience for an individual's needs."

Upon attending education, participants create their own log on and password details to the Kérastase Education

Website. In class they will create their own workbook and class notes, which are then saved to their unique profile. Via either the web or the Kérastase Education App, learners can access their notes, product information, participate in games and quizzes and join in with the Kérastase Education Community. As they progress through the three stages of their education journey (Essential, Advanced and Master) their attendance and achievements are recorded and communicated to them and their salon.

"The focus for Kérastase Education has been to ensure the education journey continues to evolve and remain relevant to the ever-changing business needs of our salon partners," Jo adds. "This is not e-Learning. We still want to deliver personalised training in a class environment from a Kérastase educator, but we want to provide something that's not just innovative – it's also engaging. And the ability to measure and review our performance against the highest industry standards ensures Kérastase will continue to provide an industry-leading educational experience."

Kate Reid, Sebastian Education Manager for Australia and New Zealand and also an avid embracer of most things digital, believes wholeheartedly that the future of hairdressing education will have a high digital content.

"iPads, online magazines with embedded short clips, audio books, videos, music and all components of online interactive – learning has never been so captivating or informative, nor has it covered so many different learning styles," Kate enthuses. "With hairdressing being so tactile, I don't think digital education will ever replace a regular classroom environment, as there needs to be a point of contact and there are always students who have to physically 'do' and be shown in order to learn, but I am sure this will be reduced."

Wella Professionals has made several inroads into the digital education arena. The WP Education App covers a myriad of information, including colour, product information and theory on hair; its Essential Colour App features instruction and technical information on hair colour, including how to create looks and finishes. The Apps are also available in several languages including Dutch, Spanish, English, Italian, Portuguese and Chinese.

"There are so many advantages for the learner with these sorts of advances in hairdressing education," Kate adds. "You can learn in your preferred environment, even for a few quiet moments, and no one is limited by location. Information and inspiration has never been so accessible! There might be a slight disadvantage for manufacturers – we all know what our competitors are doing – but I guess this is what keeps us on our toes and pushing faster than ever before."

"I say 'watch this space' – this is where it's all at!"